

Press release

Lund, 2 September 2008

Doro signs distribution agreement in Germany with leading sales organisation - IVS GmbH

Doro expands sales opportunities and signs distribution agreement with German IVS. IVS, Industrievertretung Schweiger, is one of Germany's leading sales organisation specialized in telecom and office communications. IVS will sell products from Doro's rapidly growing business of Care Electronics, which is focusing on senior citizens.

Today, Doro announces the signing of agreement with IVS, one of German's leading sales organisation specialized in telecom and office communication. The agreement will mainly entail sales of Doro's Care Electronics products, particularly the successful easy mobile phones HandleEasy 330gsm and 328gsm in addition to the fixed network phones.

"Care Electronics continues to grow and in the second quarter the business unit has increased sales with 300 per cent. Therefore, this agreement means a lot for Doro's continuing expansion in Europe and especially in Germany. IVS is the perfect partner and has long experience of distribution with specialization in telecom," says Jérôme Arnaud, Doro's CEO.

IVS, Industrievertretung Schweiger, is one of Germany's leading sales and marketing organisations specialized in telecom and office communication. The company started in 1991 by Helmut Schweigers and has its head office in Amberg. Further branch offices are found in Nürnberg, Bensheim, Düsseldorf and Berlin. Since the start, IVS has marketed and distributed consumer products such as high end phones with functional design to distributors, purchasing cooperation's, wholesalers, chains and mail order houses throughout Germany.

"The agreement with Doro is very important for us and Care Electronics has an interesting range of easy mobile phones and fixed network phones. We are very pleased to market and sell Doro Care Electronics in Germany and will introduce the range at IFA." says Helmut Schweiger, CEO at IVS.

As of September 2nd Doro will be marketed and distributed by IVS in Germany.

Doro is represent in IVS booth (Hall 9, stand 101) at IFA Consumer Electronics show in Berlin 29 August to 3 September.

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About Doro

With over 30 years' experience in telephony Doro is today characterised by innovative and user-friendly consumer electronics products. The company develops markets and sells a wide range of products in three business units: Home Electronics, Business Electronics and Care Electronics. The company's products are sold in more than 30 countries worldwide through a variety of retail outlets, including electronics stores, online stores and specialized channels. The company had sales of SEK 346 million in 2007. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.