

Press release

Lund, Sweden, December 14, 2009

Doro joins leading sector organizations

Swedish telecom company Doro has secured membership of the GSM Association (a global sector organization) and the European organization Mobile Alley, which are dedicated to encouraging innovation in the mobile telecom sector. Through these memberships, Doro has strengthened its commitment to the development of GSM technology and to solutions developed for user-friendly handsets.

The GSM Association was founded in 1982 by the European Conference of Postal and Telecommunications Administrations (CEPT) to design and develop pan-European mobile technology. Today, the organization represents the interests of the worldwide mobile communications industry with the objective of supporting and developing future products and technology.

"Doro has more than 30 years of experience in telecommunications and, in the past couple of years, we have launched a number of new GSM-models specially designed for seniors," says the President and CEO of Doro, Jérôme Arnaud. "Our membership of the GSM Association gives us a seat among other leading producers of mobile phones. It corresponds to our newly established position among this industry."

In December, Doro has also joined the recently launched organization Mobile Alley alongside other senior players in the European mobile telecom sector. The organization's central objectives include encouraging innovation in the European mobile telecom sector and fostering the next generation of mobile entrepreneurs through collaboration between established actors and emerging companies.

"Through Mobile Alley, Doro, as a Swedish company, will contribute to the ethics and dynamic vision of the European mobile sector while also gaining access to an exciting network and the latest thinking on technological trends," comments Jérôme Arnaud.

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About Doro With over 30 years' experience in telephony Doro is today characterized by innovative and user-friendly consumer electronics products. The company develops, markets and sells a wide range of products in two business units: Care Electronics and Home 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 363 million in 2008. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com.

About GSM Association (GSMA) The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organizations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry. More info on www.gsmworld.com

About Mobile Alley Mobile Alley is an organization dedicated to encouraging innovation in the European mobile industry, and fostering the next generation of mobile entrepreneurs. Mobile Alley was launched in early 2009 by senior European leaders in the mobile business. It is based in Cergy, France. More info on www.m-alley.com