

Doro launches its first mobile phone for seniors in New Zealand

Doro® and New Zealand's second-largest operator, TelstraClear, have initiated a partnership. TelstraClear is a wholly owned subsidiary of Australia's leading telecommunications company, Telstra Corporation Limited, which has 400,000 customers.

As of today, December 1, Doro's best-selling mobile phone, the Doro PhoneEasy® 410gsm, is sold in TelstraClear's own stores, as well as via other retailers throughout New Zealand and TelstraClear's website.

"I am very pleased to see that Doro's products are now available in a country in the Pacific region and, in addition, via a key player. This represents further progress for our global strategy," says Jérôme Arnaud, President and CEO of Doro.

"TelstraClear is thrilled to introduce Doro's telephones to the New Zealand market. We offer customers a simple solution for mobile, home and broadband services, so Doro's offering is well suited to ours," says TelstraClear's Mobile Product Manager, Susannah Redstone.

For more information, please contact:

President and CEO Jérôme Arnaud, +46 (0)46 280 50 05,
or CFO Annette Borén, +46 (0)70 630 00 09.

<p>This is information that Doro AB (publ) is required to publish in accordance with the Swedish Securities Markets Act and/or the Swedish Financial Trading Act. This information was submitted for publication on December 1, 2010 at 11.00 a.m. CET.</p>

About TelstraClear

TelstraClear is a communications company, providing innovative market leading products and services to companies, authorities and others. The company is wholly owned by Telstra Corporation Limited, Australia's largest telecommunications company. Read more about TelstraClear at www.telstraclear.co.nz.

About Doro

Doro is a Swedish company that focuses on developing, marketing and selling telecom products targeted particularly at seniors - a growing group of people worldwide. With more than 35 years of experience in the telecom sector, Doro is today a world-leader in simple, user-friendly mobile phones with sales in more than 30 countries on five continents. Doro created the Care Electronics segments and has in recent years received several international design awards. In 2009, the company had sales of SEK 493 million. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com