

**Press release**

Lund, December 13, 2012

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## **Consumer Cellular launches Doro PhoneEasy® 618 – the first 3G model for seniors on the North American market**

To further expand its offering to the growing number of seniors, U.S. Consumer Cellular has begun sales of the Doro PhoneEasy® 618 on the U.S. market. The model is available from Consumer Cellular today, and will also reach the stores of the retailer Sears – with over 2,000 locations – in January 2012.

Consumer Cellular and Doro began their partnership in 2010 and the Doro PhoneEasy® 618 replaces its predecessor, the Doro PhoneEasy® 410, with plenty of upgrades – most notably a 3.2-megapixel camera and MMS picture messaging. This clamshell model is highly appreciated by seniors with its intuitive user interface and 3G capabilities. Designed specifically with active seniors in mind, the phone accommodates reduced dexterity, hearing loss and decreased vision.

“We are very pleased with our partnership with Consumer Cellular, this product transition will increase the value of our offering to them and will contribute to our expected growth in the fourth quarter as well as in the first quarter of 2013. Doro’s sales on the North American market have developed, and are expected to continue to develop positively”, comments Doro’s President and CEO Jérôme Arnaud.

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<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 13, 2012 at 10:30 a.m. CET.</p>
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### **About Doro**

Doro, the leader in the telecom care market, is a Swedish public company. With over 38 years of experience in the telecom industry, the company focuses on developing, marketing and selling products, software, TeleCare and mHealth solutions specially adapted to the growing worldwide population of seniors. Doro’s range of easy-to-use mobile phones is unmatched and its unique know-how has been recognized through several international design awards. The company’s products are sold in more than 30 countries on five continents. In FY 2011 revenue totaled SEK 745 m. Doro’s shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic list, Small companies. Read more about Doro at [www.doro.com](http://www.doro.com).