

Press release
Lund, 20 March 2007

Sold-out pink telephone in two new versions

The media raved about the Doro Pink Diamond home telephone last year. It was such a success that it never made it onto the shelves of the Doro warehouse before the limited batch was completely sold out. Following huge pressure from both retailers and private individuals, Doro will now launch two new telephones in this successful colour, the “Pink Selection”.

Swedish homes are becoming increasingly interested in colourful home furnishing items, not least telephones. Once considered a practical and impersonal means of communication, the telephone is now seen as a natural part of the home. Home telephones are swapped more often for newer models that better suit our surroundings in the same way as furniture, lamps and curtains are swapped as soon as we tire of them.

- Considering the amazing success we experienced last year, it would be foolish not to launch new pink versions of our telephones. Our consumer surveys have shown clear signs that colour and design play a larger role, but we had no idea that there would be this level of interest, says Fredrik Forssell, Marketing Director at Doro.

Doro Pink Selection consists of the cordless Doro 525 pink telephone and the Doro 509c pink wall telephone. The telephones have been given an attractive pink nuance that makes them stand out while helping create a modern, cheerful and lively feeling in the home.

- Who said that home phones should be grey and impersonal? It does not necessarily need to be packed full of the latest and most advanced technology, either. Doro focuses on combining relevant functions with various types of user areas. We also try to introduce products with a fresh, aesthetically pleasing design, says Fredrik Forssell.

Doro 525 pink and Doro 509c pink are sold by home electronics retailers throughout Sweden and cost around SEK 450 and SEK 250 respectively.

Read more about the new Pink Selection at: www.doro.se

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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 four business units: Home Electronics, Luba Sports 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 sports stores. The company had sales of SEK 433 million in 2006. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.

Doro 525 pink



Features:

- ▶ Re-dial memory
- ▶ 6 ring tones
- ▶ Adjustable volume
- ▶ Handset search
- ▶ Range of up to 300 meters outdoors (50 metres indoors)
- ▶ 100 hours standby and 10 hours talk time
- ▶ Keylock

Doro 509c pink



Features:

- ▶ Table and wall-mounted telephone
- ▶ Adjustable ring tone
- ▶ Secrecy button
- ▶ Earpiece
- ▶ Redial memory
- ▶ Adjustable handset volume