

Press release

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Doro increases its US presence with 800 stores in Florida

Doro's US partner Consumer Cellular has signed a distribution agreement with US pharmacy chain Walgreens, which will sell the Doro PhoneEasy® 410gsm model in 826 stores throughout Florida.

Walgreens provides customers and patients the support that helps them live a "well" life. The Company's 26,000 pharmacists at more than 7,500 stores across the country are uniquely positioned to serve as true community health care resources — located within five miles of nearly 75 percent of all Americans.

Consumer Cellular is a leading supplier of telephone services and equipment with one of the largest mobile telephony networks in the US at its disposal, covering 97 percent of the population. The company is also the sole supplier of cordless telephone services to AARP, one of the US' largest pensioner organizations with 40 million members.

"I am very pleased that Walgreens will be selling our phones at its stores in Florida. And I hope the sell-through will be successful so we can roll-out the distribution through this channel to the entire country. This represents an important channel for us. Not only in terms of coverage but also because of Walgreens' connections with seniors and the fact that it shares our mission of promoting a more comfortable life," says Jérôme Arnaud, President and CEO of Doro.

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Doro AB (publ) discloses the information in this press release pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. This information was submitted for publication on November 7, 2011 at 04:00 p.m. CET.

About Doro

Doro, the leader in the telecom care market, is a Swedish public company. With over 37 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 wide 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 2010 revenue totaled SEK 633 m. Doro's shares are quoted on the Nasdaq OMX Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com or visit us at facebook.com/DoroSverige.