



Press release
Vienna, 07.05.2014

Have a safe Mother's Day with DORO PhoneEasy 508 available at A1

A1 extends its portfolio of easy-to-use mobile phones for elderly customers with the DORO PhoneEasy, a device by the market leader in the segment of mobile phones for the elderly in Germany, England and France among other countries. The DORO PhoneEasy 508 does not only come with a bright and high-contrast display, but also with concave buttons which are wide apart, thus make dialling and texting easy.

Safety as a top-priority

The DORO PhoneEasy 508 has a number of safety functionalities which can save lives in case of emergency: With specific ICE (In Case of Emergency) templates, emergency contacts, illnesses, allergies and much more can be saved and are available for the ambulance and paramedics immediately. Moreover, the phone has an emergency call button. By pushing it, up to five emergency numbers can be called consecutively, making fast call for help easy.

The DORO PhoneEasy will be available at all A1 shops, post offices and A1 partners from May 8. With the prepaid-card B.free, it is the cheapest mobile phone with emergency call function in A1's portfolio for EUR 39,90.

About Telekom Austria Group

Telekom Austria Group, listed on the Vienna Stock Exchange since November 2000, is the leading communications provider in Central and Eastern Europe with roughly 23 million customers across its markets of operations. The Group is currently operating in eight countries: Austria (A1), Slovenia (Si.mobil), Croatia (Vipnet), the Republic of Serbia (Vip mobile) and the Republic of Macedonia (Vip operator), Bulgaria (Mobiltel), Belarus (velcom) and Liechtenstein (mobilkom liechtenstein). The total market of the eight countries covers approximately 41 million inhabitants. The Group has more than 16,000 employees as of December 31, 2013, Group revenues were roughly EUR 4.2 billion as of year-end 2013. Telekom Austria Group's portfolio encompasses products and services of voice telephony, broadband Internet, multimedia services, data and IT solutions, wholesale as well as m-payment solutions.

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