



Doro's partner Consumer Cellular adds Target's US stores to its distribution

Target will offer five cellphones with service from Consumer Cellular, which is a MVNO (Mobile Virtual Network Operator). One of these is Doro's feature phone model Doro Phone Easy® 626 launched at this occasion in the US market. The model is available from Target as of today.

Consumer Cellular is a privately held company whose wireless phones and plans are sold nationwide at leading retailers such as Sears, Target and RadioShack, as well as direct to consumers. Consumer Cellular, which resells AT&T service under its own brand, targets the 50-plus age group with no-contract postpaid service. The MVNO is also the exclusive wireless provider for AARP members.

Target is a leading US retail chain, with approximately 1800 stores nationwide.

"We are very pleased with our partnership with Consumer Cellular and we expect their new distribution agreement with Target to contribute to our growth in the fourth quarter as well as in 2015", comments Doro's President and CEO Jérôme Arnaud.

Further information

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About Doro

Doro AB is a Swedish public company formed in 1974. It released its pioneering 'easy-to-use' mobile phone in 2007 and today is the global market-leader within the category. Doro products and solutions are available in more than thirty countries spanning five continents. These include; mobile phones and smart devices, applications and software, fixed line telephony, telecare and mobile health solutions. Doro removes barriers to adoption of new technologies and holds numerous international awards in recognition of its product designs and innovations. Doro shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Net sales of SEK 1,142.5 million (EUR 128.9 million) were reported for 2013. www.doro.com

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