Vodafone introduces friendly mobile for seniors

MEDIA ALERT

27 JUNE, 2012

VODAFONE INTRODUCES FRIENDLY MOBILE FOR SENIORS

Making calls has never been easier with the Doro PhoneEasy 615

a new 3G feature phone designed especially for seniors.

With 3.2 MP camera, zoom and flash

Loud and clear sound

Clear dual display and easy to read screen

Built-in emergency function

Big button keypad

Hearing Aid Compatible

Security functions (In case of emergency and separate emergency call button)

A separate charging cradle

SYDNEY, AUSTRALIA: 27 June, 2012: Vodafone today announced the arrival of the Doro PhoneEasy 615 - a 3G flip style mobile phone that does exactly what is says on the tin-makes using a mobile phone easy to use. Purposefully designed for seniors, this phone is unassumingly clever and offers all the features customers who want an easy to use phone without sacrificing style.

The Doro PhoneEasy 615 comes packed with useful features including an in-case-of-emergency (ICE) function button built into the phone menu; a thoughtful feature allowing users to store essential emergency information into the phone including emergency contacts, personal identification information and medical information including blood type and allergies; and an ear-hook hearing aid support.

Ross Parker, General Manager of Devices at Vodafone, said, Theres more than meets the eye with the Doro PhoneEasy 615. A lot of care and consideration has gone into the design of this mobile phone to make activities like calling and texting easier than ever before.

Doro is the European leader in senior mobile communication and the Doro PhoneEasy 615 features a large, clear display, a high-volume loud speaker for enhanced call quality, and a big button key pad with large, well spaced keys to make dialling and texting a breeze.

While the Doro PhoneEasy 615 doesnt have all the bells and whistles of a smartphone; it is nonetheless a clever phone that makes using a mobile phone an absolute pleasure. Its great to see a mobile phone like the Doro Phone Easy 615 become available in Australia and were excited to be offering this excellent option to customers, added Ross.

Andrew Batchelor, General Manager, Doro Australia, said: Senior Australians now have a purpose built easy to use 3G phone with camera available on the Vodafone network. With its easy to read text and display and extra loud sound, we are confident the Doro PhoneEasy 615 will become a hit with seniors in Australia, just has it has in other markets around the world.

The Doro PhoneEasy 615 is available at Vodafone now on a great range of prepaid and postpaid offers. For customers who prefer the convenience of a contract plan, Vodafone is offering the Doro PhoneEasy 615 for $0 upfront on Vodafones $19 plan over 24-months*. Prepaid customers have the option of purchasing the Doro PhoneEasy 615 for $149 and pairing their new phone with one of Vodafones excellent prepaid recharges like Vodafones 365 day recharge; a flexible recharge with credit that lasts the entire year. *Total minimum cost is $456

For more information on the Doro PhoneEasy 615, please visit www.vodafone.com.au

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Notes to editors:

Minimum monthly spend, early exit fees and unlocking fees may apply.

For more information on Vodafone Postpaid and Prepaid products, visit vodafone.com.au

Media Contacts:

For Doro: Cape Public Relations Pty Ltd Jemima@capepublicrelatins.com or luke@capepublicrelations.com 0422 855 930.

Michelle OBrien, 0414 012 401, michelle.obrien@vodafone.com.au

About Vodafone Hutchison Australia

Vodafone Hutchison Australia (VHA) operates the Vodafone, 3, and Crazy Johns brands. Formed in June 2009 following a merger between Vodafone Australia and Hutchison 3G Australia, VHA provides mobile services to over 7 million customers in Australia. www.three.com.au &

www.vodafone.com.au

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. Doros range of easy-to-use mobile phones is unmatched and its unique know-how has been recognized through several international design awards. The companys products are sold in more than 30 countries on five continents. In FY 2011 revenue totalled SEK 745 m. Doros shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.