

Media Release

Place, Date Stäfa (Switzerland), September 30, 2009
Editor Dr. Valentin Chaperro (CEO) and Oliver Walker (CFO)
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Sonova in discussions with the German Federal Cartel Office

The German Federal Cartel Office is in the process of investigating into the German hearing instruments market. Several German market participants have been approached by the office with a view to providing information in the investigation.

Sonova is an object of these investigations, has been questioned and is fully cooperating in the investigation.

Sonova will not provide any further information to the public until conclusion of discussions with the German authorities.

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Contact Dr. Holger Schimanke
Director Investor & Corporate Relations
Phone +41 58 928 33 44
Email holger.schimanke@sonova.com

Gina Francioli
Investor & Corporate Relations
Phone +41 58 928 33 47
Email gina.francioli@sonova.com

This is Sonova

Sonova is the leading provider of innovative hearing healthcare solutions. This globally active group of companies is one of the world's top three manufacturers of hearing systems, the market leader in wireless communication systems for audiology applications and a provider of professional solutions for hearing protection. Sonova is pursuing a clear growth strategy and is intent on building its market share. To this end it is constantly expanding its existing business segments and branching out into other areas of the hearing healthcare industry.

Present in over 90 countries, and with a workforce of over 5,300 employees, Sonova generated sales of CHF 1.249 billion in the financial year 2008/09 and a net profit of CHF 284 million. This financially strong group of companies bases its success on innovation, customer focus and proactive cost management.

Communication is a mega trend in our society. Modern communication requirements and the sheer volume of audio information available - whether music or the spoken word - continue to increase, so that hearing is becoming an increasingly important facility. Due to demographic trends and harmful environmental impacts, more and more people now suffer from hearing loss, and yet only roughly a fifth of them make use of professional hearing solutions. Sonova therefore wants to raise public awareness of the importance of hearing and highlight the social and emotional impact of hearing loss, as well as providing information on potential solutions. In the *Hear the World* initiative, for example, world-famous celebrities stress the importance of good hearing.

The company has been successfully promoting understanding and communication for over 60 years, and is ideally positioned to benefit from the trends in this growth industry.

For more information please visit www.sonova.com.

Sonova shares (ticker symbol: SOON) have been listed on the SIX Swiss Exchange since 1994.