

Media Release

Place, Date Stäfa (Switzerland), January 20, 2010
Editors Dr. Valentin Chapero (CEO) and Oliver Walker (CFO)
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Changes in Sonova's Management Board

Sonova Holding AG, the world's leading provider of hearing systems, has appointed Alexander Zschokke, currently Group Vice President Marketing and Member of the Management Board, as new Group Vice President Channel Solutions effective February 1, 2010.

Since 2006 Alexander Zschokke (born in 1965, Swiss citizen) has been responsible as Group Vice President Marketing for the efficient and successful implementation of a new marketing strategy. He will continue to manage the department until a successor as GVP Marketing has been appointed.

The current Group Vice President Channel Solutions Elmar Götz has decided to pursue a new professional challenge outside of Sonova, effective January 31, 2010.

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About Sonova

Sonova is the leading provider of innovative hearing healthcare solutions. The globally active group is the world's top manufacturer of hearing systems, the market leader in wireless communication systems for audiology applications, develops and manufactures advanced cochlear implant systems and provides 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 5,600 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.

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.