

Press release

Phonak significantly extends service and product portfolio

New website, technological novelties and new services underline Phonak's innovation leadership

Stäfa, Switzerland, October 1st 2009 – Phonak strengthens its position as innovation leader in the hearing system industry. It is Phonak's mission to improve quality of life through client-oriented services as well as technological innovation for hearing system users. This mission is reflected in all activities, ranging from the relaunch of the corporate website, the introduction of new state-of-the-art products to new partner offerings.

„We are strongly committed to our goal to help people hear, understand and experience more of life's rich soundscapes,“ says Valentin Chapero, CEO of Phonak. „We work continuously together with our distribution partners to improve the quality of life of people with hearing loss and are therefore focusing on expanding our service offerings.“

New internet platforms www.phonak.com and www.phonakpro.com

Phonak presents two websites that are tailored to the specific needs of partners and end users. At www.phonakpro.com distribution partners will find comprehensive information on the product portfolio as well as a complete service offering including online trainings, consultation material and background information such as surveys or background stories. With www.phonak.com, Phonak primarily addresses people affected by hearing loss as well as their relatives and friends. The website offers relevant information on hearing and hearing loss, prevention measures and solutions to hearing loss. An online hearing screening allows for an uncomplicated and fast first assessment of hearing capability. A search tool guides users to the closest hearing care professional for further consultation and a more comprehensive hearing test.

Interact freely, communicate with confidence with CORE technology

With CORE (Communication Optimized Real-audio Engine) Phonak offers the industry's leading platform for audio processing. All of Phonak's current products are based on the CORE microprocessor, the fastest and most powerful chip in the market. It enables innovative technologies such as SoundFlow (automatic functionality), WhistleBlock (elimination of acoustic feedback) and ZoomControl (control of hearing focus). A highlight CORE feature is SoundRecover, which expands audibility, improving hearing of conversations in a restaurant, the laughing of children, birdsong or even quiet whispers. In addition, CORE enables the wireless connection to communication or entertainment devices such as telephones, TV sets, MP3 players or a PC.

Support for hearing care professionals in their communication with physicians

Physicians are most likely to be the first point of contact for people experiencing a hearing loss. According to a survey by Hörzentrum Oldenburg, University of Oldenburg, Germany, around 40 percent of people diagnosed with hearing loss by their physician do not visit a hearing care professional in a next step, thereby leaving the hearing loss untreated. To support hearing care professionals when addressing physicians regarding hearing loss and hearing devices, Phonak offers a modular program comprising information and educational materials. The physician marketing program will be introduced in 14 markets starting in November 2009.

Extended services with Allianz insurance packages

In partnership with the renowned worldwide operating insurance company Allianz, Phonak offers an innovative loss and damage insurance package for buyers of Phonak hearing systems, FM systems or accessories. Hearing care professionals can broaden their service portfolio by offering the Phonak

insurance to their customers. The Phonak insurance will be available in ten countries in a first step and then be introduced to further markets.

About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 50 years. The combination of expertise in hearing technology, mastery in acoustics and strong cooperation with hearing care professionals allows Phonak to significantly improve people's hearing ability and speech understanding and therefore their quality of life.

Phonak offers a complete range of digital hearing instruments, along with complementary wireless communication systems. With a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit www.phonak.com, www.phonakpro.com or contact:

Sylvia Meyer-Rothen
Corporate Communications
Tel: +41 58 928 01 01
Email: sylvia.meyer-rothen@phonak.com

Phonak AG
Laubisrütistrasse 28
CH - 8712 Stäfa
Tel: +41 (0)58 928 01 01
Fax: +41 (0)58 928 20 11
www.phonak.com

Phonak – Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

Interact freely. Communicate with confidence. Live without limit. Life is on.