

Press Release

Phonak launches new websites for partners and end users

Information directed to specific audiences and new services facilitate easy navigation

Stäfa, Switzerland, October 1st 2009 – Launching two new websites, Phonak addresses the different needs of its target groups. For hearing care professionals the company provides specific information about its hearing systems and their fitting on the website www.phonakpro.com. People who wear or are interested in hearing systems can find information about hearing and hearing loss as well as hearing systems and how to use them at www.phonak.com.

With the launch of the two websites, Phonak addresses the different requirements of its audiences and optimizes the service orientation of its online presence. In addition to product and background information, the websites also include a variety of new services for distribution partners and consumers.

“The interests and information needs of our target groups are very different. With two dedicated websites, we can now better meet the needs of both professionals and consumers,” Valentin Chapero, CEO of Phonak, explains the launch of the two portals. “While offering to our partners all they need to counsel their clients in the best possible way, we can now also guide consumers from their first awareness of hearing loss to the final decision for a hearing system.”

New portal for hearing care professionals

The professional portal www.phonakpro.com introduces and explains Phonak’s hearing systems in detail. It also includes user experiences and online-based training as well as sales and marketing materials. The portal is completed by a broad range of support services such as product compatibility requirements, FAQs and download materials like user guides.

In addition to product-related information, Phonak also offers an extensive archive of studies dealing with the topic of hearing loss.

Optimized guidance for end users

The newly designed website www.phonak.com addresses hearing system users as well as anyone looking for information regarding the topic of hearing. In addition to general information on hearing and hearing loss, it also offers guidance for prevention and possible solutions. Thanks to an online hearing screening, people can do a preliminary check of their hearing at any time, free of charge, to find out if a complete hearing assessment is warranted.

A broad range of information about Phonak hearing systems helps consumers to find a solution that suits their individual needs. The website accompanies them during the entire process, from the first awareness of hearing loss, the purchase and fitting of a hearing system, to daily use and maintenance. In addition, the website assists in locating the nearest hearing care professional.

About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of 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.