

Press Release – for immediate release

Unlimited connectivity for easy access to the modern communication world

New Phonak solutions offer intuitive wireless connectivity with mobile phones, TV, MP3 players or computers

Stäfa, Switzerland, April 1st 2009 – Phonak introduces a new range of solutions for unlimited access to the ever-expanding world of communication. The latest wireless technology and an intuitive interface ensure seamless connectivity for Phonak CORE product users. Click'nTalk allows for an enhanced mobile phone experience without any need for programming, the iCom TV package directly connects the TV via Bluetooth with the hearing instruments.

The role of communication is rapidly growing in today's world. Phonak has been working continuously on providing direct and easy access to communication systems such as phone, MP3 player, laptop and TV to hearing system wearers through wireless technology. "We are delighted to be able to present convenient and intuitive interface options for unlimited access to the modern communication world. It is now easy to enjoy a favorite TV program, the voice of a loved one on the phone, a delightful song from an MP3 player, and much more," states Valentin Chapero, CEO of Phonak. "With our latest solutions, the freedom of wireless connectivity is available for every client, regardless of budget and degree of hearing loss."

Click'nTalk - straightforward mobile phone link

The unique mobile phone link Click'nTalk is an intuitive solution for mobile phone use with a hearing system. It offers three great advantages to users, best digital sound quality, link stability and ease of use. Charging, programming and fitting are not required – the user simply clicks the device to her or his mobile phone and is ready to go. Click'nTalk ensures that the signal is heard in both ears as soon as the user holds the mobile phone to her or his ear and offers superior sound experience on the phone.

DuoPhone for bilateral hearing with any phone

Phonak again sets new standards by offering a true bilateral hearing experience even for standard phones. DuoPhone transfers the phone signal (acoustic or T-Coil) wirelessly to the opposite hearing instrument which significantly increases speech intelligibility. DuoPhone is integrated in Phonak's latest premium products Exélia Art and Naída IX, the new premium offering in the high power segment.

Enhanced TV experience with iCom TV package

The iCom TV package – iCom plus a TV Bluetooth transmitter - connects the hearing instrument wirelessly to the TV via Bluetooth and automatically adapts the TV sounds to the individual hearing loss. The easy-to-use package brings digital stereo sound quality to users in a completely wireless way – for an enhanced hearing experience while seated in the favourite armchair.

Click'nTalk is compatible with a wide range of Sony Ericsson mobile phone models and is available in May 2009. The iCom TV package is available in April 2009.

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-us.com or contact:

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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.