

FOR IMMEDIATE RELEASE

CONTACT: Rebecca Novak Tibbitt
PH: (704) 341-1544
Email: Rebecca@rntcommunications.com

MED-EL Announces Presenting Sponsorship of Hearing Loss Association of America's (HLAA) Walk4Hearing



Walks Kick Off Better Speech & Hearing Month

May 8, 2012 – (Durham, NC) – The MED-EL Corporation today announced its Presenting Sponsorship of the Hearing Loss Association of America's Walk4Hearing. While the company has supported HLAA walks regionally in the past, this is the first year that MED-EL is a national sponsor. The announcement is in celebration of May's Better Hearing and Speech Month awareness activities.

"MED-EL is a long-time supporter of HLAA and we are proud to be a Presenting Sponsor of this year's Walk4Hearing. MED-EL and HLAA have a shared commitment to the hearing loss community, and this is just one way that we can show our support," said Richard Collette, President and CEO, MED-EL Corporation USA. "Whether it's being available for customer support 24 hours a day, 7 days a week, 365 days a year, or incorporating back-compatible features to give our patients access to the latest technology, MED-EL is there for our patients – literally – every step of the way."

MED-EL has brought several innovations in hearing technology to the U.S. market recently, including the MAESTRO Cochlear Implant System, featuring the world's smallest and lightest titanium cochlear implant, the OPUS 2XS the world's smallest and lightest audio processor, and the Vibrant Soundbridge middle ear prosthesis for moderate to severe sensorineural hearing loss. MED-EL's broad portfolio of products ensures that the company can provide a hearing implant solution to fit each candidate's unique hearing loss.

Staff, patient support team members, and patients and families that are a part of the MED-EL community will be present at each and every one of the 21 walks planned for 2012.

About the Hearing Loss Association of America's Walk4Hearing

HLAA's National Walk4Hearing is the largest walk for hearing in America. Since its inception in 2006, more than 26,000 walkers have raised over \$5 million to advance the cause for people with hearing loss. The Walk4Hearing will take place in 21 locations across the country in 2012. The Walks, held in the spring and fall, draw thousands of participants and supporters to:

- Raise public awareness
- Raise support for hearing loss—America's 3rd largest public health issue
- Erase the stigma associated with hearing loss

For more information, to register for a walk and to donate, visit www.walk4hearing.org.

About MED-EL

About MED-EL Since its founders developed one of the world's first cochlear implants in the 1970s, MED-EL has set new standards in hearing implant technologies, developing and manufacturing technologically advanced hearing solutions for people with varying degrees of hearing loss. MED-EL hearing implant systems, currently used in 96 countries, combine the latest scientific advances, engineering and manufacturing techniques for performance, safety and reliability. MED-EL offers the broadest portfolio of hearing implant systems, including the MAESTRO Cochlear Implant System for those with severe-to-profound sensorineural hearing loss and the unique Vibrant Soundbridge®, a middle ear prosthesis for the treatment of moderate to severe sensorineural hearing loss. The fast-growing medical technology company employs more than 1,000 people worldwide, more than 650 of whom are based at the company's headquarters in Innsbruck, where R&D and production are located. For more information, visit www.medel.com or call 888-MED-EL-CI (633-3524).

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