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Superhero with Robot Ears Embarks on Mission to Save Temporia

*"KA-BLAM!" - Will Wonder Comic from
 MED-EL Debuts in America*



October 20, 2011 – (Durham, NC) – The citizens of Temporia are trapped in silence as a result of an epic battle between brothers. Young Will Wonder and his dog, Audio, set out in search of "Who stole the sound from Temporia?" And, so begins the tale of Will Wonder, the galaxy's first superhero with a CI.

MED-EL Corporation released its first comic to the U.S. market, "Will Wonder & His Robot Ears – Save the Kingdom of Echoes!" The story and format are designed to engage teenage cochlear implant patients, and features "Superhero" Will Wonder, his fearless companion, Audio, and tough female foil, Tara.

Author Rick Bateman, who works as Creative Writer for MED-EL GmbH in Innsbruck, Austria, was inspired by a love of comics and their history when he created the story. "Comics often bring people with unique qualities into the mainstream, and provide a place for the characters to still have fantastic adventures, despite obstacles that they face along the way," said Rick. "School-aged kids and teenagers who have cochlear implants may have a successful experience with their implants, but might still feel different from their peers. Will Wonder can relate."

The comic book was launched internationally at CI2011 in July and was very well received. "Our BRIDGE to Better Communication education and rehabilitation materials strive to meet up with where our patients are, whether that's pre-verbal, elementary, teen or adult," said Darla Franz, MA CCC-A, Director of Education and Corporate Communications at MED-EL Corporation USA. "A character like Will Wonder provides the opportunity to be educational and fun, while at the same time acknowledges how kids can sometimes feel different. The comic illustrates that it's OK to feel that way. What makes Will different turns out to be the same thing that makes him a powerful hero."

Print copies of the book are available at no charge for audiologists and hearing implant centers, as are posters for waiting rooms. The comic is currently being translated into Spanish, German and Swedish. To order copies, contact usamarketing@medel.com. The book can also be downloaded at: <http://www.medel.com/data/willwonder/>.

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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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