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MED-EL Announces U.S. Launch of New MAESTRO™ Cochlear Implant System

System Features World's Smallest
 Titanium Cochlear Implant, Up to 50%
 Extended Battery Life



The New MAESTRO™ Cochlear Implant System from MED-EL

September 13, 2011 – (Durham, NC) – MED-EL Corporation announced today the U.S. launch of the new MAESTRO™ Cochlear Implant (CI) System featuring the world's smallest and lightest titanium cochlear implant, the MED-EL CONCERT. The system features enhancements to the OPUS 2 audio processor, including the new D Coil that extends battery life by up to 50 percent, MAESTRO System Software 4.0 offering 16 years of back-compatibility, and seven exciting new color options. The MAESTRO Cochlear Implant System recently received approval from the U.S. Food and Drug Administration (FDA) and the company has been preparing for rapidly-increasing global demand. Implant centers can now begin placing orders for the new system.

The new MED-EL CONCERT is the industry's smallest CI available with titanium housing. With the same footprint, it is 25 percent thinner than the smallest titanium CI available on the market today and is optimized for minimally invasive surgical techniques. The particularly small dimensions make it the ideal choice for children and adults of all ages. The device is offered with a variety of the softest and most flexible electrode arrays ever produced for preservation of the delicate neural structures of the cochlea. The MED-EL CONCERT represents the newest addition to the company's line of technologically advanced cochlear implants, which includes the SONATA and PULSAR, also commercially available.

The new D Coil is MED-EL's thinnest coil design providing extended battery life for the OPUS 2 audio processor. MED-EL users have always been able to enjoy an exceptionally long battery life of up to five days with a single set of hearing aid batteries, without sacrificing performance. Using the latest electronic circuitry,

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energy efficiency has been greatly improved while still maintaining outstanding performance. Users can now enjoy this superior hearing experience up to 50 percent longer with the same set of zinc-air batteries, and up to 30 percent longer with the DaCapo Rechargeable Battery System. The enhanced battery life feature is also available for MED-EL recipients with older generation processors. More energy efficiency means fewer batteries purchased, leading to less waste, less hassle and significantly lower cost.

MAESTRO System Software 4.0 is both user-friendly and comprehensive, allowing professionals to carry out measurements and relevant patient administration tasks in a CI clinic. Updates ensure that the software keeps pace with technological and other developments in the field. MAESTRO System Software 4.0 is capable of supporting all MED-EL implants, offering an unprecedented 16 years of legacy support.

MED-EL also unveiled today seven new color options for the OPUS 2. In addition to the original color set (Anthracite, Sienna Brown, Pacific Blue, Bordeaux Red, Nordic Grey), patients can now choose Ebony, Crème, White, Green, Orange, Baby Blue and Baby Pink. The new color choices are available for all of the wearing options that MED-EL offers.

"We are tireless in our pursuit of bringing the latest cutting-edge technology to market to improve the lives and hearing experience of MED-EL users," said Richard Collette, President and CEO, MED-EL Corporation USA. "The launch of the new MED-EL CONCERT Cochlear Implant, and extended battery life, software upgrades and color options for the OPUS 2 audio processor are exciting advancements for MED-EL and the hearing loss community that we serve."

About MED-EL Corporation

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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