

FOR IMMEDIATE RELEASE

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MED-EL Announces Free Two-Year Extended Warranty for Cochlear Implant External Equipment

Patients implanted with MED-EL cochlear implants in November and December 2011 eligible for promotion



November 14, 2011 – (Durham, NC) – MED-EL Corporation recently announced that any patient who is implanted with a MED-EL cochlear implant from November 1, 2011 through December 31, 2011 is eligible for a **FREE** two-year extension of the manufacturer's warranty.

Participants in this special promotion will receive an additional two years of the manufacturer's warranty on their cochlear implant system external equipment, including their audio processor(s), for a total of five years warranty at no charge. The extension of the manufacturer's warranty will be granted upon receipt of the cochlear implant system external equipment registration within 30 days of initial activation. MED-EL offers the best external equipment warranty in the industry, covering coils, battery packs, cables, the FineTuner, and DaCapo Power Packs (if DaCapo is chosen).

"CI candidates have an exciting opportunity to join us in celebrating the recent launch of our New MAESTRO Cochlear Implant System, including the MED-EL CONCERT implant, the OPUS 2 with more colors than ever, and up to 50 percent longer battery life with the new D Coil," said Richard Collette, President and CEO, MED-EL Corporation USA. "With MED-EL, the latest technology is immediately available."

This offer applies to all of the innovative implants that MED-EL offers: PULSAR, SONATA and the new MED-EL CONCERT implant. There is no special enrollment to participate in this offer. All patients will automatically be tracked in MED-EL's ordering system upon receipt of the implant registration forms. For more information, CI centers can contact their MED-EL representative or call 1-888-633-3524.

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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