

FOR IMMEDIATE RELEASE

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MED-EL Launches World's Smallest and Lightest Audio Processor



February 29, 2012 – (Durham, NC) – MED-EL, the world's leading provider of hearing implant systems, today introduced the OPUS 2XS, the smallest and lightest audio processor available. As the newest addition to the OPUS 2 family, it provides up to 30 percent better hearing performance in real life listening situations compared to competitor processors and is particularly robust. The OPUS 2XS will be available globally beginning in March.

The OPUS 2XS is an optimal choice for any implant user who needs or wants the smallest ear-level processor available, particularly children. A hearing implant system has to keep up with a busy lifestyle, especially for children who are active with sports, at school or playing with friends. The new OPUS 2XS is the ideal choice for children because its enhanced insulation makes it extra resistant to dirt, dust and sweat. Developed for small ears, the OPUS 2XS is 10mm shorter and 25 percent lighter than the OPUS 2 with a standard battery pack, so that it fits children's ears comfortably and safely. Adults can also appreciate a hearing solution small enough to be worn discreetly.

Despite its small size, the OPUS 2XS integrates key MED-EL technology advancements, such as FineHearing™* and Automatic Sound Management, that support excellent sound perception in any situation, even in noisy environments or when listening to music.

MED-EL's intelligent signal processing detects changes in the listening situation and automatically adapts accordingly, allowing the user to focus on hearing the sounds of life instead of constantly making processor adjustments. When combined with the power-efficient D coil, the new OPUS 2XS is also an energy saver; users can now enjoy up to 60 hours of battery life using only two high-power zinc-air batteries.

All MED-EL audio processors are back-compatible to support existing MED-EL users with legacy implants so they can take advantage of the latest technology developments to the fullest extent possible. Individuals already using a MED-EL implant can easily upgrade to the new OPUS 2XS, and those already using an OPUS 2 can simply switch to the XS battery pack.

The new OPUS 2XS is available in 13 colors ranging from baby blue to anthracite, giving users the option to either blend in or stand out.

"MED-EL is very excited to announce the launch of the OPUS 2XS because it was designed to meet the needs of today's active families – from younger rough-and-tumble kids, to older active adults who are looking for the most compact audio processor option available. Thanks to its light weight, the new processor is very comfortable to wear and the improved insulation and robustness enables implant users to go about their everyday lives effortlessly. This was the major goal for our R&D department - making people's lives easier with every new innovation. This is what motivates our team," said Dr. Ingeborg Hochmair, MED-EL CEO.

About MED-EL

Innsbruck-based MED-EL is a leading provider of hearing implant systems worldwide. The family-owned business is one of the pioneers in the industry. The two Austrian scientists Ingeborg and Erwin Hochmair developed the world's first microelectronic-multichannel cochlear implant in 1977. The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. In 1989 they laid the foundation for the successful growth of the company when they hired their first employees.

Today MED-EL offers the widest range of implantable solutions worldwide to treat various degrees of hearing loss, including cochlear and middle-ear implants. MED-EL employs more than 1,000 people at 28 branches all over the world. Today, tens of thousands of people in 96 countries enjoy the gift of hearing with the help of a product from MED-EL. MED-EL's mission is to eliminate hearing loss as a barrier to communication. MED-EL opens up a world of sound to people all around the world, significantly increasing their quality of life. www.medel.com

**FSP is not indicated for prelingual children in the US.*

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