

Press release

New Lyric generation suitable for more people: A small hearing aid that can

Phonak presents a smaller-sized Lyric for significantly higher anatomical fit rate

Boston, MA, USA / Stäfa, Switzerland (March 28, 2012) – More people can now benefit from the 100% invisible and extended wear hearing aid Lyric. In developing a new generation of Lyric devices, Phonak reduced the size of the hearing aid and increased the anatomical fit rate by 50%. Lyric is a dream come true for many hearing aid users: a completely invisible, 24/7 wearable, hassle-free hearing aid that can be worn for up to four months, offering natural sound quality and high wearing comfort.

Lyric addresses people with a mild to moderate hearing loss who are looking for a 100% invisible, hassle-free hearing solution. Deeply placed in the ear canal by a Lyric trained specialist, Lyric cannot be seen from the outside and is worn during all daily activities for up to four months. Thanks to the unique position in the ear canal, Lyric can do so many things that people assume a hearing aid cannot do: Wearing headphones, showering, sleeping and exercising, are totally trouble-free. Lyric wearers can simply forget about their hearing loss and enjoy a hassle-free solution without daily insertion, cleansing or battery exchange. The device sits close to the eardrum and therefore can take advantage of the anatomical function of the pinna. This translates into natural sound quality without surrounding noise, feedback or occlusion effect.

A unique business model for a growing customer base

Lyric is sold on a subscription basis. This unique business model appeals to hearing care professionals and their customers alike: While hearing care professionals can build up a long-term trust relationship, Lyric wearers benefit from automatic technology upgrades and full service support. “We strongly believe that this product concept is meeting the needs of a growing customer base”, says Lukas Braunschweiler, CEO of Phonak. “I like to compare Lyric to the contact lens: just wear it and forget about it! Thanks to our continuous drive to innovate, we are proud to introduce the new Lyric and to make this unique product available to more people.”

About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 60 years. The combination of expertise in hearing technology, mastery in acoustics and strong cooperation with hearing care professionals allows Phonak to significantly improve people's hearing ability and speech understanding and therefore their quality of life.

Phonak offers a complete range of digital hearing instruments, along with complementary wireless communication systems. With a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit www.phonak-lyric.com or contact:

Audrey Jourdan Modarres

Corporate Communication

Tel: +41 58 928 01 01

Email: audrey.jourdan@phonak.com

Phonak AG

Laubisrütistrasse 28

CH - 8712 Stäfa

Tel: +41 (0)58 928 01 01

Fax: +41 (0)58 928 20 11

www.phonak.com

Phonak – Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

Interact freely. Communicate with confidence. Live without limit. Life is on.