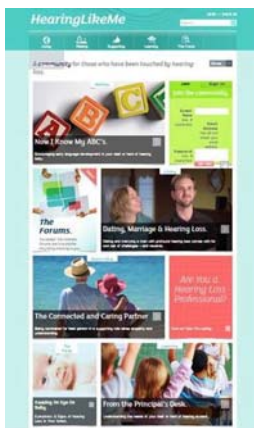


**Press release**

**HearingLikeMe: Online community for people with hearing loss receives multiple honors**

*Triple winner at the Communicator Awards, best online video at Telly Awards, and finalist at the MM&M awards*

**Stäfa, Switzerland (July 9, 2013) – Only one year after its launch, the online community [www.hearinglikeme.com](http://www.hearinglikeme.com) has been awarded with a number of prestigious prizes: Following the best online video award at this year's Telly Awards, HearingLikeMe.com has now been announced as a triple winner at the Communicator Awards and nominated for the 2013 Medical Marketing & Media (MM&M) Awards. The 12,000-member HearingLikeMe community offers education and inspiration to people with hearing loss, their families and hearing care professionals. Users are invited to share their stories, connect with peers around the globe and seek expert advice.**



12,000 users share their stories and experiences with hearing loss on [www.hearinglikeme.com](http://www.hearinglikeme.com)

Initiated by the leading hearing systems manufacturer Phonak in March 2012, HearingLikeMe.com is an online community for people whose lives have been touched by hearing loss. More than 12,000 users worldwide representing those with hearing loss, parents, spouses and hearing care professionals utilize the site's many educational and inspirational videos and articles. "The goal of the HearingLikeMe platform is to provide a forum for users to connect to share their hearing loss stories and support each other in living more successfully with hearing loss," explained Maarten Barmentlo, Group Vice President Marketing at Phonak.

**Credible content in a user-friendly format**

The content of the site is user-generated, and a number of hearing impaired bloggers regularly contribute dedicated articles. The user-friendly website has been designed to automatically adapt itself for use on any mobile or tablet device. The site is optimized for SEO and promoted through the HearingLikeMe Facebook page via an online advertising campaign and a newsletter to professional users. Journalists, bloggers and professionals are invited to leverage the content via [hearinglikeme.com/spread-the-word](http://hearinglikeme.com/spread-the-word).

**Broad international recognition**

Immediately embraced by users around the globe, the site has received high recognition by the healthcare and marketing community. "HearingLikeMe was a very ambitious project for us, so it is encouraging to receive not only positive feedback from users but acknowledgement by several renowned global marketing awards," says Maarten Barmentlo, Group Vice President Marketing at Phonak.

- At the 19<sup>th</sup> Annual **Communicator Awards**, the leading international awards program in marketing and communication, HearingLikeMe has been awarded three prizes: the *Gold Award of Excellence* in the "Integrated Campaign/Business-to-Consumer" category and two *Silver Awards of Distinction* in the "Health Website" and "Community Website" categories.
- Two of the emotional online videos that aim to inspire hope, "Caring without Coddling" and "My Brother has Hearing Loss" were awarded the bronze award at the 2013 **Telly Awards**. The Telly Awards honors the best film and video productions among more than 13,000 annual entries worldwide.

- HearingLikeMe's user-friendly design has been nominated in the "Best Disease/Education Website" category by **Medical Marketing & Media (MM&M) Awards**. MM&M Awards honors the best in healthcare marketing, encompassing creativity, design and effectiveness. This year's winners will be announced at a dinner ceremony on October 2 in New York.

**More information on the Awards:**

Communicators Awards: <http://www.communicatorawards.com/home/>

Telly Awards: <http://www.tellyawards.com/>

MM&M Awards: <http://awards.mmm-online.com/>

**See the videos that have been recognized with the Telly Awards:**

Caring Without Coddling: <http://www.hearinglikeme.com/raising/advocate/caring-without-coddling>

My Brother Has Hearing Loss: <http://www.hearinglikeme.com/supporting/challenges/my-brother-has-hearing-loss>

**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.phonakpro.com](http://www.phonakpro.com) or contact:

Kathy Bühler

Product Communications

Phonak AG

Tel: +41 58 928 01 01

Email: [kathy.buehler@phonak.com](mailto:kathy.buehler@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.