

Press release

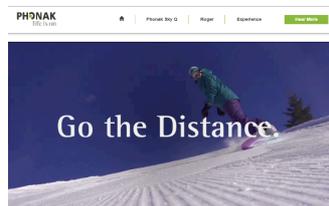
Welcome to a teen's world: Phonak expands www.bringstoundtolife.com

Dedicated Phonak website for teens features new sports section with inspiring testimonials and practical tips showing teens with hearing loss the possibilities on the field, on the court, and on the trails

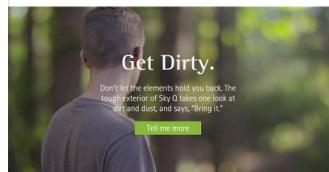
Staeфа, Switzerland (November 13, 2014) – Because a teenager's world is a different one, Phonak has recently launched the first website tailored to the needs of teens with hearing loss. Through teen-specific hooks such as music and social life, the site offers teens all they want to know about hearing technology – and more importantly, what it can do to enhance their lives. The latest addition to the page is a sports section that offers inspiring examples of teen athletes with hearing loss using Phonak Sky Q and Phonak Roger. This new sports section answers the questions teens may have about participating in outdoor sports while wearing hearing devices and communicating with team mates on the field. The website is available in English at www.bringstoundtolife.com.

Surveys have shown that hearing impaired teens perceive themselves as typical teenagers who happen to have hearing loss. They love to be active in sports, music, and other fun activities like any other teenager. They expect their hearing aids and wireless technology to allow them to do whatever they want to do without being limited by their hearing loss.

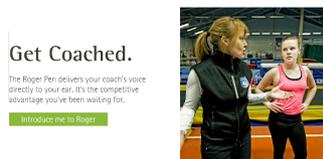
Teens want to live their life to the fullest



Some people battle the opposing team, another competitor, or their own personal record. But you, you face all that and so much more. Wind, Moisture, Dirt. They can all take you out of the game. Phonak Sky Q and Roger are here to keep you in it.



Don't let the elements hold you back. The tough exterior of Sky Q lets you look at all hand dirt, and says, "Bring it."



The Roger Pen delivers your coach's voice directly to your ear. It's the competitive advantage you've been waiting for.

Introduce me to Roger

“Hearing impaired teens want to hear from their peers about how they succeeded in similar situations. This is why we have developed a site dedicated to teenagers, offering them all the information they seek and a platform for sharing their own challenges and accomplishments in everyday life with hearing devices, says Angela Pelosi, Head of Pediatrics at Phonak. “With sports as our latest experience, we want to encourage them to get out there and get active, without letting their hearing impairment limit them in any way.”

Sports is one of the favorite pastimes of teens. Those with hearing loss often fear that they cannot participate or keep up with other teens because of hearing-related communication issues. Bringstoundtolife.com shows teenagers that communication is possible on the field, on the court, and on the trails with hearing solutions like Phonak Sky Q and Phonak Roger. Short, engaging videos show how Phonak hearing solutions have given teenagers the chance to live their dreams and succeed in their favorite sports – all heard and told from a teen's perspective.

BringSoundtoLife.com offers teens the opportunity to share their own experiences and stories using the latest Phonak technology with the community to encourage and inspire their peers. A Phonak Sky Q and Roger color customization tool, and an “Ask your audiologist” tool make sure teenagers get the most out of the site, whatever their individual preferences and needs.

Engaging videos and interactive elements: www.bringstoundtolife.com wants to inspire teens with hearing loss und get active.

The website is available in English under www.bringstoundtolife.com.

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 or contact:

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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.