

Ad hoc Release

Place, Date Staefa (Switzerland), March 6, 2012
Editor Lukas Braunschweiler (CEO), Paul Thomspson (interim CFO)
Page 1 of 2

Sonova announces resignation of GVP International Sales

Staefa (Switzerland), 06.03.2012 – Ignacio Martinez, Sonova Group Vice President (GVP) International Sales, has decided to leave the company for personal reasons. He will remain in his position until mid-June, 2012.

Ignacio Martinez was appointed GVP International Sales in January 2005. During his tenure as member of the Management Board, he has made a valuable contribution to the success and growth of the company. Prior to this, he was Managing Director of Phonak Spain since 2001 and responsible for the successful development of Phonak's position in the Spanish market.

"We regret Ignacio Martinez' decision to leave the company and would like to thank him for his dedication over the last eleven years to make our company grow and prosper across the globe. We wish him all the best in all upcoming private and business endeavors", says Lukas Braunschweiler, CEO of Sonova Holding AG.

Sonova will communicate the plan for his succession by the end of this business year.

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Page 2 of 2

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About Sonova

Sonova is the leading provider of innovative hearing healthcare solutions. The globally active group is the world's top manufacturer of hearing systems, the market leader in wireless communication systems for audiology applications, develops and manufactures advanced cochlear implant systems and provides professional solutions for hearing protection. Sonova is pursuing a clear growth strategy and is intent to grow faster than the market. To this end it is constantly expanding its existing business segments and branching out into other areas of the hearing healthcare industry. Present in over 90 countries, and with a workforce of over 7,800 employees, Sonova generated sales of CHF 1.6 billion in the financial year 2010/11 and a net profit of CHF 231 million. This financially strong group of companies bases its success on innovation, customer focus and proactive cost management. The company has been successfully promoting understanding and communication for over 60 years, and is ideally positioned to benefit from the trends in this growth industry.

For more information please visit www.sonova.com.

Sonova shares (ticker symbol:SOON) have been listed on the SIX Swiss Exchange since 1994. **The securities of Sonova have not been and will not be registered under the U.S. Securities Act and may not be offered or sold in the United States of America except pursuant to an exemption from the registration requirements under the U.S. Securities Act, or outside the United States of America in reliance on Regulation S under the U.S. Securities Act.**