



ADVANCED BIONICS LAUNCHES CLEARVOICE IN THE UNITED STATES

-- FDA Approves the Industry's Only Speech Enhancement Technology
for High-Performance Hearing--

Valencia, CA, March 19, 2012 – Advanced Bionics (AB), the global leader in cochlear implant technology and a subsidiary of the Sonova Group, announced today the approval of ClearVoice™* in the United States. ClearVoice is already approved for use in Europe, Asia and Canada. The availability of ClearVoice in the United States will take place over the next few weeks as clinics are trained by AB. Recipients should wait to contact centers until after Monday, April 9, 2012 to begin scheduling programming appointments.

Built on AB's proprietary HiRes Fidelity 120™* technology for high-performance hearing, ClearVoice has been designed to automatically analyze and adapt to each listening situation encountered throughout the day, separating the distracting noises from speech so that communication can be a truly effortless experience. The technology was developed to help recipients communicate clearly and confidently in a variety of challenging listening situations, including restaurants, cars and classrooms—without ever needing to change a program or make an adjustment to their sound processor.

ClearVoice is the first and only speech enhancement technology on the market, further solidifying AB's position as the industry's innovation leader.

"Advanced Bionics remains firmly committed to developing industry-leading innovations that deliver improved hearing performance for our recipients. We are excited

to launch another first with ClearVoice, which helps our recipients understand speech and communicate better than ever before," said Hansjuerg Emch, Group Vice President of the Sonova Medical Division that AB falls under.

Delivering the industry's only clinically proven superior performance, ClearVoice has been designed by Advanced Bionics to provide recipients with these important benefits:

- Improved speech clarity in noisy settings
- Enhanced lyric understanding for music enjoyment
- Easier, more effortless listening in real-world settings
- Outstanding hearing from morning to evening with no adjustments needed

ClearVoice will be available for recipients with HiRes 90K™ and CII implants who use a Harmony™ or Neptune™ sound processor.

"Helping our recipients enjoy life to the fullest and connect with the people they love is a true privilege. ClearVoice takes that connection to the next level by making communication easier and more natural on a daily basis," said Gerhard Roehlein, CEO and CTO of Advanced Bionics, LLC.

AB's cochlear implant system features the world's most sophisticated technology to bring clearer, high-resolution sound to those affected by significant hearing loss. Now with the addition of ClearVoice, AB has once again delivered a performance innovation that enables recipients to hear their best.

"I hear much better in restaurants and other crowded settings. I have attended several concerts and the sound has been excellent," said William Vandoleweerd, an AB recipient who uses ClearVoice daily. "I know I hear better with ClearVoice and that makes me a happy camper."

For more information about ClearVoice, contact a local Advanced Bionics representative or visit AdvancedBionics.com.

About Advanced Bionics

Advanced Bionics is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and a subsidiary of the Sonova Group since 2009, AB develops cutting-edge cochlear implant technology that allows recipients to hear their best.

AB offers the most sophisticated cochlear implant system on the market, the HiResolution™ Bionic Ear System, with five times more sound resolution than its competitors, designed to help recipients hear in noisy settings and enjoy the full dimensions of music.

With sales in over 50 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented group of technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

To learn more about AB and its innovative cochlear implant technology, please visit AdvancedBionics.com.

*Not approved for pediatric use in the United States.

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