

Media Release

Place, Date Stäfa (Switzerland), January 4, 2010
Editor Dr. Valentin Chaperro (CEO) and Oliver Walker (CFO)
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Sonova successfully completes the acquisition of Advanced Bionics Corporation

Sonova Holding AG, the world's leading provider of hearing systems, announces today, that it has successfully completed the acquisition of Advanced Bionics Corporation, Los Angeles, USA, for a transaction value of USD 489 million following the regulatory approval of the relevant competition authorities. Advanced Bionics is a global leader in developing and manufacturing cochlear implant systems.

Sonova becomes the first global hearing healthcare company with a strong worldwide presence in hearing instruments and cochlear implant systems. The Group aims to double the revenue of Advanced Bionics within the next three to five years and to increase its EBITA margin to 20% or beyond. Advanced Bionics will remain an independent business unit within the Group.

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This Media Release may contain forward-looking statements which offer no guarantee with regard to future performance. These statements are made on the basis of management's views and assumptions regarding future events and business performance at the time the statements are made. They are subject to risks and uncertainties including, but not confined to, future global economic conditions, exchange rates, legal provisions, market conditions, activities by competitors and other factors outside the company's control.

This is 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 and a provider of professional solutions for hearing protection. Sonova is pursuing a clear growth strategy and is intent on building its market share. 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 5,600 employees, Sonova generated sales of CHF 1.249 billion in the financial year 2008/09 and a net profit of CHF 284 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.

About Advanced Bionics

Advanced Bionics Corporation is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and headquartered in Valencia, Calif., AB is the only American company developing cutting-edge cochlear implant technology that restores hearing to the deaf and allows recipients to hear their best today, tomorrow, and always.

AB has the most sophisticated cochlear implant system on the market, the Harmony® HiResolution® Bionic Ear System, with five times more sound resolution than its competitors, designed to allow recipients to go beyond deciphering simple speech to hearing music. With sales in over 30 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented group of over 600 technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

For more information please visit www.advancedbionics.com.