

FOR IMMEDIATE RELEASE

MED-EL Launches New Sports Headband for Single-Unit Processors

Custom Headband Provides Comfort and Support for an Active Lifestyle



February 18, 2014 – (Durham, NC) – MED-EL USA announced today the launch of a new headband that provides comfort and security for sports and many other physical activities. MED-EL has teamed up with skinfit®, a well-known sportswear producer, to provide an active wear solution which may be used for the RONDO Single-Unit audio processor, which is part of the Maestro Cochlear Implant System, or the Amadé audio processor, which is part of the Vibrant Soundbridge Middle Ear Implant System. The MED-EL Sports Headband is designed to keep single-unit processors from possible shifting or falling off during strenuous physical activity.

The audio processors stay in place over the implant thanks to specially-designed pockets within the headband. The breathable microfiber material is designed to protect audio processors from sweat and moisture; however, the MED-EL Sports Headband is not waterproof, and does not provide moisture protection if used in the water.

The MED-EL Sports Headband features:

- moisture-wicking fabric
- maximum ventilation
- thermo-regulating and odor-resistant material
- flat seams for a more comfortable fit
- low-maintenance design
- bilateral processor support

The headband is black and is available in four different sizes:

- XS (-20 in/-51 cm)
- S (20.5-21.5 in/52-55 cm)
- M (22-23 in/56-59 cm)
- L (+23.5 in/+60 cm)

-more-

Headbands cost \$40 each, plus shipping and handling, and are currently in stock. MED-EL patients can order a sports headband by contacting their Customer Service Representative at (919) 572-2222, Toll Free: (888) MED-EL-CI (633-3524), or at implants-usa@medel.com.

About MED-EL

MED-EL Medical Electronics is a leading provider of hearing implant systems worldwide. The company was founded by Austrian scientists and industry pioneers Ingeborg and Erwin Hochmair, who together developed the world's first microelectronic, multichannel cochlear implant in 1977. In 1990, they laid the foundation for the successful growth of the company when they hired their first employees. To date, the privately held company now has more than 1,500 employees around the world.

The cochlear implant was and remains the first replacement of a human sense, the sense of hearing.

Today, MED-EL offers the widest range of implantable solutions worldwide to treat the various degrees of hearing loss, including cochlear, middle ear and bone conduction implant systems as well as a system for combined electric and acoustic stimulation.

MED-EL's mission is to overcome hearing loss as a barrier to communication and quality of life. Individuals in approximately 100 countries enjoy the gift of hearing with a MED-EL Hearing Implant System. www.medel.com

#

CONTACT: Rebecca Novak Tibbitt
Phone: (704) 341-1544
Rebecca@RNTCommunications.com