

FOR IMMEDIATE RELEASE

## **MED-EL Expands Exclusive "2 Ways to Hear" Offer for New Patients**

***Promotion Now Includes the Option for a Free Future Audio Processor***



**September 1, 2014 – (DURHAM, NC)** – With an eye toward the future, MED-EL USA announced the expansion of their exclusive "2 Ways to Hear" program for new patients that includes the option to receive a future audio processor at no cost when the new technology becomes available.

Patients who normally receive a MED-EL Cochlear Implant System with one audio processor will now be able to select an audio processor of their choice, plus either a free RONDO or a voucher for a free future audio processor. Patients who receive a two-processor MED-EL Cochlear Implant System will now be able to select two processors of their choice, plus either a free RONDO or a voucher for a free future audio processor. All processors included in this promotion are backed by MED-EL's industry leading 5-year warranty.

"MED-EL is known for our commitment to patients through our future-ready technology built into each and every cochlear implant. People facing hearing loss shouldn't put off the decision to receive a cochlear implant because they are waiting for the latest technology to become available," said Raymond Gamble, President & CEO, MED-EL North America. "This promotion allows MED-EL patients to move forward with confidence, knowing that they can access the latest in sound processing strategies with a new audio processor as soon as it becomes available in the United States. There's no need to lose valuable months of hearing, knowing that a free new processor will be an option in the future."

New patients who choose a MED-EL Cochlear Implant System between now and December 31, 2014, will now have the option to receive a voucher for a free future audio processor. The offer is only available to patients implanted in the USA with patient kit order forms and corresponding purchase orders received from September 1, 2014 through December 31, 2014. Vouchers can be redeemed for either a free RONDO or a free future audio processor through August 31, 2015.

As always, existing MED-EL patients will have the opportunity to purchase a new processor when it becomes available, and will be able to access the latest technology through their "future-ready" cochlear implant.

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For more information about this promotion and MED-EL's Cochlear Implant Systems, please call MED-EL USA at (888) 633-3524, or send an email to MED-EL's customer service department at [customerservice.us@medel.com](mailto:customerservice.us@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. The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. In 1990, the Hochmairs laid the foundation for the successful growth of the company when they hired their first employees. In 2013, Ingeborg was awarded the prestigious *Lasker-DeBakey Clinical Medical Research Award* in recognition of her contributions to the development of the modern cochlear implant. MED-EL is the only hearing implant manufacturer to have its founder and CEO hold this distinction. Today, the privately-held company has more than 1,500 employees around the world. Individuals in more than 100 countries enjoy the gift of hearing with a MED-EL Hearing Implant System.

MED-EL's mission is to overcome hearing loss as a barrier to communication and quality of life. The company 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. [www.medel.com](http://www.medel.com)

For information on potential risks and contraindications relating to implantation, please visit <http://www.medel.com/us/isi-cochlear-implant-systems/>.

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#### CONTACT:

Rebecca Novak Tibbitt

Ph: (704) 341.1544

[Rebecca@RNTCommunications.com](mailto:Rebecca@RNTCommunications.com)