

PRESS RELEASE

FOR IMMEDIATE RELEASE

New Cochlear™ Nucleus® 5 System raises the benchmark

5 February 2010, Basel, Switzerland – Global leader in hearing solutions, Cochlear™ is proud to introduce the new Nucleus® 5 System, setting a new benchmark in cochlear implant technology. With improved SmartSound™ technology and individually calibrated dual microphone technology, Cochlear Nucleus 5 delivers substantially improved speech understanding in noise.

Like everyone, people with impaired hearing want to lead an active and connected family and social life, without worrying that their hearing will hold them back. This means, for example, being able to hear clearly even in challenging situations, communicating in groups without being distracted by background noise, talking easily on the telephone.

The Cochlear Nucleus 5 System has been designed particularly to address these needs. Global validation trials now have confirmed substantial improvements in speech understanding in noise tests and a clear user preference for the Nucleus 5 sound processor. The Nucleus 5 System's directional algorithms and two precisely calibrated microphones have demonstrated their effectiveness in such real life conditions.

This complete system offers patients of all ages a hearing solution that is easy to use, faster to fit, thinner, smaller, more robust, and proven to deliver best hearing performance. The new, wireless remote assistant makes it convenient and easy for the user to monitor and adjust the sound processors during use.

The Nucleus 5 System comprises four components, each developed in close collaboration with leading surgeons around the world, each at the cutting edge of cochlear implant technology.

Nucleus CI500 Series cochlear implant

Thin, strong, precise

The Nucleus CI500 Series is the world's thinnest cochlear implant. At only 3.9mm, its new, sleek design is 40% slimmer than our previous generation cochlear implant. This not only makes it less obtrusive, it also offers more convenience during surgery.

The Nucleus CI500 Series cochlear implant is 2½ times stronger¹, allowing children and adults to live a full and active life. It leverages over 25 years of experience in developing the world's most reliable cochlear implants. Cochlear is a global pioneer in implant reliability, applying the learning from each implant generation to the next.

Precise stimulation to the cochlea is essential for optimal performance. Only Cochlear Nucleus Implants have 22 half banded platinum electrode contacts, providing focused stimulation to the

complete spiral of the cochlea. The pre-curved, flexible electrode with Softip™ aids gentle insertion.

Nucleus CP810 Sound Processor

Performance, design, confidence

The Nucleus CP810 is Cochlear's smallest and slimmest sound processor, ergonomically designed to be more secure and comfortable to wear. The modular design means it can easily be adjusted to fit securely on a child's head, even withstanding rough and tumble situations that are a part of every child's life.

The new Auto Telecoil, a unique and patented feature, is available only on the CP810 Sound Processor. Instead of manually activating a Telecoil, the user simply picks up the phone and puts it to his or her ear.

The Nucleus CP810 Sound Processor is built on a titanium foundation, tested for performance and reliability. It is more water resistant than ever before², allowing users to enjoy good hearing in more situations, indoors and out. Furthermore, the CP810 incorporates further advanced technology, developed specifically in answer to the particular challenges of listening to speech in noise. The system includes improved SmartSound technology and a new 'Zoom' element, enabled through individually calibrated dual microphone technology.

Nucleus CR110 Remote Assistant

Monitor, control, manage

More than a remote control, the CR110 Remote Assistant is the only bi-directional remote assistant available that gives complete, wireless control of the CP810 Sound Processors, allowing patients to manage the sound processor functions easily; and for parents, it offers the additional confidence that they can adjust or monitor the processors for their child, without having to interrupt concentration or play.

The inbuilt troubleshooting guide makes it easy for the user to check that all is working well, without the need to visit a clinic.

A single remote assistant manages the left and right CP810 Sound Processors individually or simultaneously.

Cochlear Nucleus Custom Sound™ Suite 3.0

Easier, flexible

Cochlear Nucleus Custom Sound™ Suite 3.0 simplifies programming through a more efficient workflow and improved user interface to leave more time to counsel patients. Fewer steps - Custom Sound 3.0 enables the configuration of a single MAP with the four default SmartSound 2 environments and writing the programmes to the processor with one click instead of 13.

Bilateral programming has been greatly simplified with Custom Sound 3.0 - both sound processors can be programmed simultaneously with a single screen.

Custom Sound 3.0 will support all legacy implants and processors as well as the Hybrid™ system.

Lifelong solution

Today, when choosing a cochlear implant, seven out of ten people globally choose Nucleus from Cochlear for its leading technology, superior reliability and lifetime commitment to customers.

Cochlear's commitment to backwards compatibility ensures that patients are not left behind as science progresses. When new technologies are developed, Cochlear gives Nucleus users the opportunity to upgrade their processor and improve their hearing, without the need for additional surgery. (The earliest Nucleus cochlear implant users have had access to five sound processor upgrades).

A complete system: the new benchmark

The Cochlear Nucleus 5 System sets the new benchmark with a unique combination of breakthrough, world-leading technologies:

- The world's thinnest cochlear implant
- A small, slim sound processor with automatic phone detection
- Complete wireless control for the user, using the remote assistant with inbuilt troubleshooting tool
- Advanced software for simplified programming of the sound processor

Moreover, like all Cochlear solutions, this system is designed to accommodate future technological advances.

About Cochlear

As the global leader in hearing solutions, Cochlear is dedicated to bringing the gift of sound to people all over the world. With our hearing solutions, Cochlear has reconnected over 180,000 people to their families, friends and communities in more than 100 countries.

Along with the industry's largest investment in research and development, we continue to partner with leading international researchers and hearing professionals, ensuring that we are at the forefront in the science of hearing.

For the hearing impaired receiving any one of Cochlear's hearing solutions, our commitment is that for the rest of their life they will Hear now. And always

For more information, contact:

Cochlear AG, European Headquarters, Peter Merian-Weg 4, 4053 Basel/Switzerland

Contact: Heike Grahlow, Communications Manager Europe

Email: hgrahlow@cochlear.com

Phone: +41 61 205 04 69

www.cochlear.com

Hear now. And always

¹ As measured by impact testing and compared to previous generation Nucleus implant - Nucleus Freedom™

² When using a rechargeable battery module, the CP810 Sound Processor has a dust and ingress protection rating of IP57. When using a standard battery module (with Zinc Air batteries), the CP810 Sound Processor has a dust and ingress protection of IP44. IP44 and IP57 are rated according to International Standard IEC 60529