

PRESS RELEASE

FOR IMMEDIATE RELEASE

Cochlear™ Nucleus® 5 System scoops top design award

6 July 2010 - Cochlear™ has been awarded one of the world's most prestigious design awards, the “red dot award: product design 2010”, for its breakthrough Cochlear Nucleus® 5 System.

Established in 1955, the red dot design awards are considered amongst the most significant in the world, covering three main categories: product design/design team, communications design and design concept. Last year, more than 12,000 award submissions were made from over 60 countries.

The “**red dot award: product design 2010**” is awarded to outstanding creative, innovative and high quality products. This year, the Cochlear Nucleus 5 System has won the product design award for the world's thinnest and strongest cochlear implant; a slim and sophisticated new sound processor with a range of new benefits including an automatic phone detection feature; software upgrades with significant improvements in functionality; and the first ever hand-held 'remote assistant' for day-to-day system management.

“To receive such an important international design award is a great honour for us,” said Dr Chris Roberts, CEO of Cochlear. “Effective innovative design, like we have achieved with Cochlear Nucleus 5, brings together significant technological advances with our users’ own requirements to provide an effective and enjoyable way of hearing now, and always.”

The award was officially handed over on 5 July 2010 in Essen, Germany.

Ends

About Cochlear

Cochlear is the global leader in implantable hearing solutions. It has a dedicated global team of 2,000 people who deliver the gift of sound to the hearing impaired in over 100 countries. Its vision is to connect people, young and old, to a world of sound by offering life enhancing hearing solutions.

Cochlear’s mission of “Hear now. And always” embodies the company’s commitment to providing its recipients with the best possible hearing performance today and for the rest of their lives. Over 25 years Cochlear has helped over 200,000 people either hear for the first time or reconnect them to their families, friends, workplaces and communities.

For more information contact:

Heike Grahlow
Communications Manager Europe
Cochlear AG
Phone +41 61 205 04 69
hgrahlow@cochlear.ch