

PRESS RELEASE, 4 May 2009

5 **New communication system from Phonic Ear wins prestigious Danish product award**

10 **Phonic Ear's new system HearIt All, which assists the hearing impaired to
hear conversation optimally as well as sound from TV, telephone and
mobile phone, has won The Danish Society of Engineers' Product Award
for 2009**

15 In January 2009, Phonic Ear entered the HearIt All communication system for
the The Danish Society of Engineers' Product Award and found itself
competing with the likes of Bang & Olufsen, Velux and Lego in the "Products
for end-users" category. However, despite such a competitive field, the judges'
found HearIt All to be the most groundbreaking new technological product for
end-users.

20 It has, of course, long been possible for people with impaired hearing to find
products that can transmit sound from the TV or telephone to their hearing aid.
But it has not been possible to acquire one product that can do it all. Not until
today.

25 **What the judges say about HearIt All**

The judges chose HearIt All because it is an assistive device that improves
daily life for people with impaired hearing, and also because it is an innovative
combination never seen before.

30 "Until now, the hearing impaired have been forced to employ a number of
different assistive devices in order to talk on the phone, watch TV, use their
mobile and listen to the radio. This product lightens their load by – for the first
time – uniting all these functions in one device. Here is a smart combination of
several recognized electronic technologies and protocols in one unit, making
life easier for many people," pronounce the judges about HearIt All.

35

The best product in its category

40 The panel of judges had to choose from among a total of 44 products when
they had to find the winners of The Danish Society of Engineers' Product
Award 2009. The products were divided into eight different categories, and
HearIt All won the award for best product in the "Products for end-users"
category.

45 For further information about The Danish Society of Engineers' Product
Award, please go to: <http://ing.dk/magasiner/produktprisen-2009>

For more information about HearIt All, please contact:
Kikki Walther, Phonic Ear A/S
Tel. +45 3913 8539
E-mail: kiw@phonicear.com

5

10

Phonic Ear is part of William Demant Holding A/S, which comprises a number of internationally oriented companies, including Oticon A/S, which is one of the world's leading companies within the hearing aid industry. Phonic Ear is a professional supplier of sound within three main sectors: Assistive listening devices for private homes, sound systems for schools and sound systems for larger public institutions. www.phonicear.dk