

### Healthcare Sector Siemens Hearing Instruments, Inc.

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### Times Square Hearing Loss Program

#### **Siemens Promotes May is Better Speech and Hearing Month on America's Largest Stage**

Educating the public about hearing loss and the importance of hearing health

**Siemens Hearing Instruments, Inc. celebrates May is Better Speech and Hearing Month in Times Square from May 11 through 28 in many cameo appearances. Siemens will air a 30-second hearing loss awareness video every hour on the ABC Times Square Jumbotron. In addition, 18 Siemens representatives will be in Times Square and various locations throughout Manhattan including Wall Street, Central Park South, and Grand Central Station to distribute educational materials about hearing loss. Siemens representatives will be wearing latest models of hearing instruments, showing the public advancements in technology and size to fit every lifestyle.**

The Siemens video showcased at Times Square emphasizes the importance of being able to hear the beauty of sound and experience all of the emotion that comes from enjoying the decibels of life. It reminds viewers to have their hearing tested, and promote early detection and treatment. The educational brochures handed out at several NYC prime locations informs users about causes, signs of hearing loss, steps to address it, as well as showcasing today's hearing aid styles and technology.

"Siemens is dedicated to treating hearing loss in each individual patient, and that begins with meeting consumers and exposing them to causes, signs and available solutions," said Alina Urdaneta, VP of Marketing at Siemens Hearing. "Hearing loss prevents millions of Americans from hearing the things that make life enjoyable. This month-long street campaign in New York City is just part of our larger effort to spread awareness so that Americans who are living with this condition understand what is available for them to recapture quality of life."

Siemens Hearing Instruments is committed to educating consumers about hearing loss, from the signs of a hearing loss to the treatment available. Siemens seeks to make hearing instrument wearers feel better – about themselves and their lives – with hearing instruments.

One way the company has done that is through hearing loss awareness programs such as the Times Square hearing awareness event. Siemens Hearing incorporates lifestyle with technology in the development of hearing instruments that can be fitted not only for a patient's ears, but for the person between them. This philosophy has proven to be both consumer-friendly and successful, for one out of every three hearing instruments worn in the world today is made by Siemens.

“One in ten Americans has hearing loss and this affects them, their friends and families,” said Christi Pedra, CEO of Siemens Hearing. “Through this community service project, we are excited to celebrate Better Speech and Hearing Month in Times Square and bring awareness to the greater NYC community of the facts about hearing loss and the available treatments.”

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare is the first integrated healthcare company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care – from prevention and early detection, to diagnosis, therapy and care. Additionally, Siemens Healthcare is the global market leader in innovative hearing instruments. The company employs around 49,000 people worldwide and operates in 130 countries. In the fiscal year 2008 (Sept. 30), Siemens Healthcare reported sales of €11.2 billion, orders of €11.8 billion, and Sector profit of €1.2 billion. Further information can be found by visiting <http://www.siemens.com/healthcare>.

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