

Hearing Instruments

SIEMENS HEARING INSTRUMENTS STOPS FOCUSING ON EARS

No longer willing to just focus on ears, Siemens Hearing Instruments starts focusing on who they're attached to

PISCATAWAY, N.J., April 2, 2008 – In an effort to better serve the hearing-impaired community, Siemens Hearing Instruments has taken on a whole new outlook. No longer content to simply design the best hearing instruments for ears, Siemens is designing the best hearing instruments for the whole person.

Being in the business of hearing means focusing on ears and perhaps losing sight of the fact that those ears are attached to people; different people, with different needs, lifestyles and requirements in their hearing instruments.

Siemens has come to realize that not all hearing instruments fit all people and it's important to take the whole person into account and not just their ears. That's why they've developed a wide array of new products, designed with people in mind. There's **Pure®** for the person looking for something discreet; **Vibe™** for those who want their hearing instrument to make a statement; **Active** for those who lead an active lifestyle; **Explorer™** is designed with children in mind and technology such as **Tek®** wirelessly connects hearing instruments directly to today's latest technology, such as cell phones and MP3 players.

For over 100 years Siemens Hearing instruments has dedicated itself to helping people hear better and now they're taking it one step further by offering hearing instruments that not only help people hear better, but live better.

About Siemens Healthcare

Siemens Healthcare 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 fully integrated diagnostics 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. The company employs more than 48,000 people worldwide and operates in 130 countries. In the fiscal year 2007 (Sept. 30), Siemens Healthcare reported sales of €9.85 billion, orders of €10.27 billion, and group profit of €1.32 billion. Further information can be found by visiting <http://www.siemens.com/healthcare>

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