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**Healthcare Sector
Siemens Hearing Instruments, Inc.**

Las Vegas, January 12, 2012

**Bluetooth Special Interest Group (SIG) Best of
CES Awards**

SIEMENS MINITEK[®] WINS BEST OF CES AND FAN FAVORITE IN BLUETOOTH SPECIAL INTEREST GROUP BEST OF CES AWARDS

*Siemens miniTek[®] wireless streamer and remote recognized among most innovative products
using Bluetooth[®] wireless technology*

Siemens Hearing Instruments, Inc. today announced that the miniTek[®] wireless remote streamer for hearing instruments has received both the prestigious Best of CES and Fan Favorite Awards in the Bluetooth Special Interest Group (SIG) 7th Annual Best of CES Awards. Among the 10 selected finalists, miniTek was recognized within the Next category for its industry leading innovation, impact upon consumers and leadership among today's top *Bluetooth[®]* wireless technologies.

"We are thrilled and honored to be chosen by both Bluetooth SIG and consumers for the esteemed Best of CES and Fan Favorite Awards," said Scott Davis, CEO, Siemens Hearing Instruments, Inc. "The recognition of miniTek's capabilities and influence further validates Siemens commitment to developing the world's most ground-breaking hearing solutions that help people hear better, allowing them to live richer, more fulfilling lives."

The Bluetooth SIG Best of CES Awards received a record number of submissions for consideration this year, and each product was carefully reviewed and judged based on a variety

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of criteria including innovation, interoperability testing, look and feel and ease of use. Bonus points were awarded to those products that included *Bluetooth* v4.0.

"The Siemens miniTek automatic remote streamer for hearing instruments is a great example of how all devices have the potential to be better with *Bluetooth* technology and, in this case, can even improve an individual's quality of life," said Michael Foley, Ph.D., Executive Director, Bluetooth SIG. "The miniTek uses *Bluetooth* technology to stream audio content from multiple devices to the user's hearing aid. Hearing aid users no longer have to blast their TV or stereo sound just to hear the audio. With this exciting use case, it is no wonder that the Siemens miniTek also won our Best of CES Fan Favorite Award."

The Bluetooth SIG Fan Favorite Award was conducted via social media, where consumers voted for their favorite Bluetooth Best of CES finalist and entered to win a prize package of *Bluetooth* wireless technology devices. Voting took place during the weeks leading up to the 2012 International Consumer Electronics Show (CES), and the Siemens miniTek received a record number of consumer votes.

With Siemens miniTek's intuitive wireless controls, users can select from multiple audio sources, including their high tech gadgets, and directly stream audio into their hearing aids. For example, hearing aid wearers can connect wirelessly to TVs, smartphones and MP3 players with the push of a button—allowing them to listen in stereo through their hearing aids at their preferred volume, without disturbing others.

The winners of the Bluetooth Best of CES Awards were announced at the Bluetooth SIG member party the night of Wednesday, January 11, at CES. With representatives from more than 140 countries and nearly 150,000 attendees in 2011, CES is the world's largest consumer technology tradeshow and attracts the "who's who" of the technology and related industries.

For more information, please visit www.usa.siemens.com/minitek.

About Siemens Healthcare

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Launched by **Siemens Healthcare Sector** in November 2011, Agenda 2013 is a two-year global initiative to further strengthen the Healthcare Sector's innovative power and competitiveness. Specific measures will be implemented in four fields of action: Innovation, Competitiveness, Regional Footprint, and People Development.

The **Siemens Healthcare Sector** is one of the world's largest healthcare solution providers and a leading manufacturer and service provider in the fields of medical imaging, laboratory diagnostics, hospital information technology and hearing instruments. It offers solutions covering the entire supply chain under one roof - from prevention and early detection to diagnosis and on to treatment and aftercare. By optimizing clinical workflows oriented toward the most important clinical pictures, Siemens also strives to make healthcare faster, better and, at the same time, less expensive. Siemens Healthcare currently has some 48,000 employees worldwide and is present throughout the world. During fiscal 2010 (up to September 30) the Sector posted sales worth 12.4 billion euros and profits of around 750 million euros. For further information see: www.siemens.com/healthcare.

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