

## Company Announcement No 2008-03

### Major product launches from Oticon and Bernafon

6 March 2008  
12:45pm CET

*Today, William Demant Holding A/S announced that the Company's Hearing Aid business will introduce a wide range of significant products under its two hearing aid brands Oticon and Bernafon. These massive launch schedules will significantly strengthen the Group's overall product offering. The new products will be showcased at the AudiologyNOW! (AAA) convention to take place from 2 through 5 April 2008 in Charlotte, North Carolina, USA.*

In the Premium segment, Oticon will significantly expand the market potential of Epoq, by:

1. Introducing a new miniature RITE-based Power BTE – a cosmetically attractive hearing aid for people with severe hearing losses who have so far not been able to experience the unmatched audiological user benefits enabled by Epoq's unique wireless ear-to-ear communication. The Power RITE BTE style will be available to the market in summer 2008.
2. Introducing Epoq V, a complete, new product family offering wireless features known from other manufacturers' Premium products, but at a more attractive price point. Thus, Epoq V offers excellent sound and a very compelling feature set and is also offered at a price at the lower end of the Premium segment, thereby expanding the price span of the entire Epoq family. This allows dispensers to target an even broader segment of customers with a solution offering user benefits that may otherwise only be found at the very high end of the hearing aid market. Epoq V will be available in all styles and will be released for sale at the time of AAA.
3. Adding new features to the entire Epoq product range, e.g. a new anti-feedback system, matching the performance of the very best systems on the market, and the opportunity to use an FM receiver on the micro-BTE, which opens up new important possibilities in the paediatric segment.

In 2005, Oticon introduced Tego and Tego Pro, which probably became the world's best-selling hearing aid families ever. At this year's AAA, the Group's already strong position in the mid-market created by Tego will be strengthened further by the introduction of Vigo and Vigo Pro, two full product families consisting of premium hearing instruments offered at price points that enable more cost-conscious end-users to benefit from state-of-the art hearing aid technology. The two Vigo families are based on Oticon's ultra-fast RISE architecture. The combination of more high-end features, highly improved sound quality, very small BTEs and an easy, straightforward fitting process sets Vigo and Vigo Pro apart from any other product family in their segment. They are available in a broad range of colours and in a full range of styles from small CICs to slim BTEs. Both families offer a new Corda thin-tube solution and discreet RITE styles, providing users with the best and most natural sound quality.

Vigo and Vigo Pro will be positioned in the upper mid-market at prices slightly above Tego and Tego Pro, which are expected to continue as active products. Vigo and Vigo Pro are suitable for all types of hearing losses within the mild to severe range and will be released for sale at the time of the AAA convention.

Vigo and Vigo Pro as well as Epoq V with its unique small BTE housing and the possibility of DSL fitting and integration of a new small Amigo FM receiver all offer great potential for paediatric fittings. Also in connection with AAA, a new strong paediatric programme will be launched to support the fitting of children from infants to teenagers.

At AAA, a completely new upper mid-range hearing aid family will be introduced under the Bernafon brand: the new product called MOVE offers advanced adaptive functionality based on the user's lifestyle. The automatic program has a choice of nine different signal processing modes. Furthermore, a new copy program function and freely configurable programs make MOVE easy and fast to fit for dispensers. The large range of BTEs includes a micro-BTE with a T-coil, and all MOVE BTEs are suitable for open fitting by means of the modular thin-tube system Spiraflex and come in attractive housing colours. MOVE will be released for sale before summer 2008.

"I am very pleased and proud to announce that already now – shortly after the great Epoq introduction – we are ready to introduce more new product families. This will cement our leading position on the hearing aid market," says Niels Jacobsen, President & CEO of William Demant Holding.



Further information:

Phone +45 39 17 71 00

[www.demant.com](http://www.demant.com)

Contact person:

Niels Jacobsen, President & CEO

Other contact persons:

Stefan Ingildsen, Vice President, Finance & IR

Søren B. Andersson, IR Officer