

FOR IMMEDIATE RELEASE

Skinits Now Available for MED-EL Products!

Packages include Skins for Processors, FineTuner and Battery Packs



August 22, 2013 – (Durham, NC) – Hearing implant leader MED-EL USA today announced the availability of Skinits, allowing patients to quickly and easily customize their external equipment. Skinits are made of strong, durable vinyl and are easy to apply and remove.

"Our patients asked for Skinits and we are thrilled to be able to make this available," said Darla Franz, MA CCC-A, Senior Director of Education and Corporate Communications. "MED-EL strives to meet the unique hearing loss needs of each and every one of our patients. The launch of Skinit packages allows people to customize their equipment in an entirely personal and fun way."

Skinit packages are available for the OPUS 2 and RONDO audio processors. Patients can choose from thousands of colors, artwork, team logos, or even upload their own design for a one-of-a-kind look.

The **OPUS 2 package** includes skins for the following equipment:

- OPUS 2XS
- OPUS 2 with Standard Battery Pack
- OPUS 2 with FM Sleeve
- D Coil (for all magnet strengths)
- FineTuner

The **OPUS 2 children's package** includes skins for the following equipment:

- OPUS 2 Active Wear/BabyBTE
- OPUS 2 Children's Battery Pack
- D Coil (for all magnet strengths)
- FineTuner
- Mini Battery Pack

The **RONDO package** includes skins for the following equipment:

- RONDO
- Mini Battery Pack with Connection Cable piece
- FineTuner

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Prices for the packages range from \$14.99-\$19.99. All transactions are between the customer and Skinit; MED-EL will not be involved with or facilitating the product sales. For more information and to order, visit to www.skinit.com/MED-EL.

About MED-EL

MED-EL Medical Electronics is a leading provider of hearing implant systems worldwide offering the broadest portfolio of hearing implant solutions. The company was founded by Austrian scientists and industry pioneers Ingeborg and Erwin Hochmair, who together developed the world's first microelectronic, multichannel, cochlear implant. In 1990, they laid the foundation for the successful growth of the company when they hired their first employees. To date, the privately held company has more than 1,500 employees around the world.

The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. Today, MED-EL offers the widest range of implantable solutions worldwide to treat the various degrees of hearing loss, including cochlear and middle ear implant systems.

MED-EL's mission is to overcome hearing loss as a barrier to communication and quality of life. Individuals in more than 100 countries enjoy the gift of hearing with a MED-EL Hearing Implant System.

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