



## **ADVANCED BIONICS WINS SECOND SUCCESSIVE GOLD STEVIE AWARD FOR BEST NEW PRODUCT IN 2013 INTERNATIONAL BUSINESS AWARDS**

-- AB Garner Six Stevies in 2013 International Business Awards Voting --

**VALENCIA, Calif., September 10, 2013** – Advanced Bionics (AB), the global leader in cochlear implant technology and a company of the Sonova Group, announced it has won six prestigious Stevie® Awards in the 10<sup>th</sup> Annual International Business Awards<sup>SM</sup>, including Gold Stevies for Best New Product of the Year (Health and Pharmaceuticals) for ClearVoice™\* sound processing and Best App in the Shopping category for the Build myNeptune application.

Winning Best New Product of the Year for ClearVoice marks the second year in succession AB has taken the Gold Stevie in this category, following last year's success with the Neptune™ swimmable sound processor. ClearVoice is the cochlear implant industry's first and only sound processing innovation that enhances speech understanding. It is also the industry's only sound processing technology that has been clinically proven to deliver superior hearing performance in noise.<sup>1</sup>

The buildMyNeptune app for iPad® devices was a double winner. In addition to its Gold Stevie for Shopping Apps, it took home the Silver Stevie for excellence in Apps in the Marketing category. The touch-friendly interactive app allows users to choose from a variety of cables and fashion-forward color combinations to create an ideal look for their Neptune processor. It not only creates a fun, dynamic retail experience, but also helps to highlight the processor's versatility and stylishness.

AB's other awards included a Silver Stevie for Marketing Campaign of the Year (Health Products and Services) for its creative and imaginative marketing of ClearVoice, and Bronze Stevies for Company of the Year (Health Services and Products) and Human Resources Department of the Year.

"Once again, our amazing showing at the 2013 International Business Awards demonstrates the extraordinary depths of AB's accomplishments in all areas," said Hansjuerg Emch, Group Vice President of the Sonova Medical Division within which AB resides. "To pick up awards for marketing, human resources, app development and as Company of the Year is tremendously gratifying. Being recognized for having the Best New Product of the Year for the second year in a row further proves that AB leads the industry for excellence in innovation."

The International Business Awards are the world's premier business awards program. All individuals and organizations worldwide – public and private, for-profit and non-profit, large and small – are eligible to submit nominations. The 2013 IBAs received thousands of entries from more than 50 nations and territories.

For more information about ClearVoice, Neptune, or any of AB's products and services to help people with hearing loss, contact a local Advanced Bionics representative or visit [AdvancedBionics.com](http://AdvancedBionics.com).

### **About Advanced Bionics**

Advanced Bionics is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and a subsidiary of the Sonova Group since 2009, AB develops cutting-edge cochlear implant technology that allows recipients to hear their best.

AB offers the most sophisticated cochlear implant system on the market, the HiResolution™ Bionic Ear System, with five times more sound resolution than its competitors, designed to help recipients hear in noisy settings and enjoy the full dimensions of music.

With sales in over 50 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented group of technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

To learn more about AB and its innovative cochlear implant technology, please visit [AdvancedBionics.com](http://AdvancedBionics.com).

\*Not approved for pediatric use in the United States.  
iPad is a registered trademark of Apple Inc.

1. Advanced Bionics. (2012) ClearVoice Clinical Results White Paper.

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