



For Immediate Release

MED-EL Launches "Inside Story" Series at CI2016 to Give Consumers Access to the Latest Research News in the Cochlear Implant Community

May 5, 2016 – (DURHAM, NC) – Global hearing implant leader MED-EL announced today the launch of the *"Inside Story"* interview series to provide consumers with an inside look at the latest cochlear implant research news. The series will premiere at CI2016 in Toronto, from May 11-14, and will feature interviews with international experts on the hottest research topics in the field of cochlear implants. CI2016, the 14th International Conference of Cochlear Implants and Other Implantable Technology, is the largest scientific meeting of its kind in the cochlear implant research community. The meeting is co-organized by the American Cochlear Implant Alliance (ACIA) and the University of Toronto, Sunnybrook Health Sciences Centre.

"We know that consumers are hungry for the latest information about cochlear implant research," said Raymond Gamble, President & CEO, MED-EL North America. "As the leader in cochlear implant research and development, we strongly believe that working to keep our recipients and candidates informed can help them make the best decisions when it comes to their cochlear implant choices. There is incredible promise in research being conducted right now that will benefit people with hearing loss for years to come. It's an exciting time to be a part of the CI community."

The series, *"Inside Story from MED-EL – Giving you the latest research news in the CI community,"* will be hosted by Toronto-based anchor Gina Phillips. Ms. Phillips will interview researchers from around the world about topics including music, CI for older adults, hearing preservation, advocacy, access to care, and more.

"Raising awareness about cochlear implants is central to the mission of the American Cochlear Implant Alliance," said Donna Sorkin, Executive Director of the ACIA. "There is so much energy in the field of hearing loss and cochlear implants today. It's wonderful that, for the first time, consumers can gain a glimpse of the passion and commitment that the experts working in this field bring to work every day," she continued.

Videos will be shared on MED-EL's YouTube channel and announced through Facebook and Twitter during the meeting and throughout the month of May. To gain the latest access, follow MED-EL on Facebook, <https://www.facebook.com/medel.hearlife>. Updates will also be made on Twitter @MEDEL.

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About MED-EL

Austria-based MED-EL Medical Electronics is a leading provider of hearing implant systems with 29 subsidiaries worldwide. The family-owned business is one of the pioneers in the industry. The two Austrian scientists Ingeborg and Erwin Hochmair developed the world's first microelectronic-multichannel Cochlear Implant in 1977. The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. In 1990 they laid the foundation for the successful growth of the company when they hired their first employees. To date, the company has grown to more than 1500 employees around the world.

Today MED-EL offers the widest range of implantable solutions worldwide to treat various degrees of hearing loss including cochlear and middle ear implant systems. People in over 100 countries enjoy the gift of hearing with the help of a product from MED-EL. www.medel.com

The personal views expressed in the Inside Story from MED-EL series are solely those of the interview subjects and are not endorsed by the American Cochlear Implant Alliance, the University of Toronto, Sunnybrook Health Sciences Centre, or their employer. The interview subjects have not provided express or implied endorsement of MED-EL or its products by granting these interviews.

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