

NEWS RELEASE

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**SONIC INNOVATIONS INTRODUCES NEW microCIC HEARING AID  
WITH GROOVE™**

Salt Lake City—Sonic Innovations, Inc. will unveil its new micro completely-in-the-canal hearing aid, Groove, at the AudiologyNOW! Conference in Chicago, Ill., April 6 through 9. Groove is the second new product to be released by Sonic Innovations this year.

“Groove is an exciting microCIC product offering for Sonic Innovations. It is virtually invisible, but with its powerful noise reduction processing, it has the ability to master noisy situations while providing the natural sound Sonic Innovations is known for,” said Sonic Innovations President and COO Joe Lugara. “As our second new product to be released within the past four months, Groove represents the viability of our company’s goal to create a sustainable brand that will enable us to better meet the needs of our customers. Furthermore, it exemplifies that the William Demant Holding Group supports us in growing the new and invigorated Sonic brand.”

Groove is designed for persons with mild to moderate hearing loss. Features include adaptive feedback cancellation, automatic noise reduction and patented 24-channel Sonic Sound™ digital processing for natural sound quality.

Sonic Innovations’ other product lines include Touch® (receiver-in-canal hearing aids), Velocity™ (premium to affordable hearing aids), ion™ (open ear hearing aids), Endura™ (super power BTE hearing aids), and Varicom™ (wireless connectivity hearing aids). The Touch® microRIC was named as the Best of Innovations Design and Engineering Awards winner at the 2010 Consumer Electronics Show.

## ABOUT STATEMENT:

Sonic Innovations ([www.sonici.com](http://www.sonici.com)) is a US-based manufacturer of hearing care solutions that provide exceptional patient benefit, unparalleled service, and superior quality. In conjunction with its distributor partners, Sonic Innovations has provided more than 1 million hearing instruments to patients in more than 25 countries. Sonic products are renowned for their superior sound processing, noise reduction, directional capabilities, and award-winning design. Since November 2010, Sonic Innovations is a wholly owned subsidiary of William Demant Holding ([www.demant.com](http://www.demant.com)).