

*PRESS RELEASE*

**ReSoundAIR™ expands the market with new, groundbreaking design**

*American Academy of Audiology Annual Convention & Expo, San Antonio Thursday, April 3 2003*

Today, at the leading global audiology convention, AAA in San Antonio, GN ReSound launched a groundbreaking new hearing instrument designed specifically for mild or high frequency hearing loss. The amazingly small and elegant digital device addresses people for whom design is a necessary part of anything they wear. ReSoundAIR™ is fashionable ear-wear that delivers the easiest, most comfortable and virtually invisible solution on the market today.

Millions of people around the world experience difficulty hearing clearly in a crowd, such as at a business meeting or a dinner party. The reason can be untreated hearing loss and that makes such everyday social gatherings troublesome. For younger, active business people, the idea of wearing a hearing instrument at a relatively young age is often hard to accept, but now ReSoundAIR™ delivers the perfect solution to this demanding target audience. ReSoundAIR™ is positioned like other modern high-tech devices for the ear like a MP3-player or a cell-phone.

**Right timing for expansion of the market**

Jesper Mailind, CEO, GN ReSound Group said: "Market research clearly shows that there is a large group of people in the 45 - 65 age group suffering from mild or high-frequency hearing loss. ReSoundAIR™ is designed for this specific target audience, who care about aesthetics and personal image. In other words, this is the right product launched at the right time."

**Innovative technological leadership for end-user benefit**

ReSoundAIR™ is the latest result of GNReSound's technology leadership. ReSoundAIR™ is packed with exciting new features, which allow the user to have an almost normal listening experience. ReSoundAIR™ is an "open" digital hearing instrument that amplifies the high-frequency sounds while allowing all other sounds to enter the ear naturally. Not only is ReSoundAIR™ a high tech digital hearing instrument - it is also designed to make the end-user look good and feel good.

Shipments are expected to start May 1.

**For further information, please contact:**

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*On [www.resoundair.com](http://www.resoundair.com) you can find more about the features and all the technical specifications on ReSoundAIR*

**The Technology Leader**

*The GN ReSound Group, a subsidiary of personal communications provider GN Store Nord A/S, is the leading international manufacturer of advanced digital hearing instruments and audiologic diagnostic systems. Headquartered in Copenhagen, Denmark, GN ReSound has manufacturing facilities and development centers in China, the U.S. and a number of European countries. GN ReSound ranks among the top three companies in its industry, with subsidiaries in 20 countries and distributors in 70 countries. GN ReSound employs 3.400 people and recorded a turnover of DKK 3.1 billion in 2002.*