

*PRESS RELEASE*

**New groundbreaking design: ReSoundAIR™ delivers the easiest, most comfortable and virtually invisible solution to mild or high-frequency hearing loss**

*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 solution to mild or high-frequency hearing loss. Innovative technological features, successful first fit and expansion of business are the core dispenser benefits of the new product. ReSoundAIR™ is ear-wear that delivers the easiest, most comfortable and virtually invisible solution for the target group on the market today.

**Proving the technological leadership**

GN ReSound proves the legacy of technological innovations for the hearing impaired. ReSoundAIR™ provides all the benefits clients need in a non-occluding fitting without continually hitting the feedback barrier. The reason is the unique ComforTec™ technology - a set of proven software and hardware technologies optimized to reduce occlusion and feedback. The features provide superior physical and listening comfort. And the cosmetics support the client's lifestyle. The amazingly small and elegant digital device is designed for people experiencing high frequency hearing loss and for whom design is a necessary part of anything they wear. For dispensers, ReSoundAIR™ ensures a successful first fit. ReSoundAIR™ is easy to operate and maintain and thus provides a high level of customer satisfaction.

**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, and we hope to be able to expand the market by fulfilling the needs of this particular target group. So, this is the right product launched at the right time."

**Innovative features**

ReSoundAIR™ provides the ultimate solution for mild or high frequency hearing loss. That has been accomplished by using ComforTec™ - a set of proven software and hardware technologies optimized to reduce occlusion and feedback.

On [www.resoundair.com](http://www.resoundair.com) you can find more about the new exiting features and technical specifications of this new groundbreaking instrument.

Shipments are expected to start May 1.

*For further information, please contact:*

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**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.*