

PRESS RELEASE

## '100% Invisible' Lyric<sup>®</sup> Hearing Aid Wins Medical Design Excellence Award

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NEWARK, Calif., May 11, 2009 /PRNewswire via COMTEX/ -- InSound Medical, Inc., today announced that Medical Device & Diagnostic Industry ("MD&DI") magazine selected the company's "100% Invisible" Lyric<sup>®</sup> hearing aid as one of the 32 winners of its twelfth annual Medical Design Excellence Awards (MDEA.)

MDEA is the premier awards program for the medical technology community and uses an impartial panel of jurors to evaluate entries. Winners excel in product innovation, design and engineering achievement, user benefits, and cost-effectiveness in manufacturing and healthcare delivery.

"This award confirms what a huge breakthrough Lyric<sup>®</sup> represents in hearing aid technology," said InSound CEO David Thrower. "It is the only FDA cleared device that resides completely in the hearing canal where it can stay up to four months while providing natural sound quality. Users enjoy greatly improved hearing without the daily reminders of their hearing loss. Plus, no one can tell they wear hearing aids."

Lyric<sup>®</sup> was developed, over an eight year period in Silicon Valley, to take advantage of the ear's natural anatomy. Unlike other hearing aids, it is hidden deep in the ear canal and completely self contained with a unique, multi-month battery that doesn't need replacement. Lyric<sup>®</sup> received its latest FDA clearance in May 2008, allowing it to be dispensed by audiologists and hearing instrument specialists, as well as ear, nose and throat physicians.

### About InSound Medical

InSound Medical, Inc. is a privately-held medical device company established to develop advanced hearing aid technology. The company's introductory product, Lyric<sup>®</sup>, is a revolutionary device placed deep in the ear canal to provide the most natural possible hearing during months of uninterrupted use. It has 24 Patents issued and 16 pending. Lyric became available through select audiologists in mid-2008. For more information, visit [www.lyrichearing.com](http://www.lyrichearing.com), Twitter at <http://twitter.com/LyricHearing>, and Facebook at <http://www.facebook.com/pages/Lyric-Hearing/79785111715?ref=ts>.

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