

Minneapolis, MN (December 22, 2008)

be by ReSound Wins the GOOD DESIGN® Award

The Chicago Athenaeum: Museum of Architecture and Design and Metropolitan Arts Press Ltd. has awarded be by ReSound the Museum's annual GOOD DESIGN® Award for innovative and cutting-edge design.

For nearly six decades, The Chicago Athenaeum has honored both products and industry leaders in design and manufacturing that have chartered new directions and pushed the envelope for competitive products in the world marketplace.

be by ReSound Delivers Ultimate Cosmetic Appeal

Unlike anything that's ever been seen before, be by ReSound™ is the alternative to traditional hearing instruments.

be by ReSound is the first hearing device on the market designed with Invisible Open Technology™ which makes it virtually invisible on the ear. be by ReSound sits naturally and indiscernibly in the ear, resulting in comfort that's second to none. In addition, the microphone and tubing of be by ReSound are hidden in the ear's natural contours, providing suppression of wind noise and removing the interference from eyeglasses sometimes associated with behind-the-ear hearing instruments.

Previous winners of the GOOD DESIGN award include: iPod Touch, iPod Classic, Mac Book Air, Wolf Appliance Company, and Dyson Ltd.

GOOD DESIGN Awards Criteria

Submissions to the program are judged by a jury of distinguished design professionals, leading industry specialists and design press. The emphasis of the GOOD DESIGN program is on quality design of the highest form, function, and aesthetic—a standard beyond ordinary consumer products and graphics.

About ReSound

ReSound develops technology and solutions to improve quality of life for hearing impaired throughout the world. Founded in 1999 through a merger of GN Danavox and ReSound Corporation combining 90 years of hearing instrument development, ReSound today upholds its illustrious history as a leading manufacturer of cutting-edge hearing instruments in major global markets. ReSound North America is headquartered in Bloomington, MN. For more information, visit www.gnresound.com.

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