



*Hear now. And always*

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## **Cochlear Announces the FDA Clearance of the Baha® 4 Attract System, the First Magnetic Baha Bone Conduction Hearing Device**

Centennial, Colo., (December 3, 2013) – [Cochlear Limited](http://www.cochlear.com) (ASX: COH), the global leader in implantable hearing solutions, announced that the US Food and Drug Administration (FDA) cleared the Cochlear™ Baha® 4 Attract System for use in the United States. Cochlear is the only company to now offer patients a choice of either a magnetic or a direct bone conduction hearing solution.

“The Baha 4 Attract System sets new standards in simplicity, comfort and hearing performance for magnetic bone conduction implant systems,” said Chris Smith, President of Cochlear Americas. “We are pleased to be bringing this new hearing option to patients who want to enjoy the benefits of the Baha System without a skin penetrating abutment. Cochlear is dedicated to being a leader in bone conduction and this important milestone further emphasizes our commitment to continuing our legacy in innovation.”

The new Baha 4 Attract System uses magnets to connect the sound processor to the titanium implant. The sound processor simply attaches to the external magnet which transmits the sound to the internal magnet hidden under the skin. The single-point of transmission through the osseointegrated implant and Cochlear’s advanced sound processor technology enables efficient conduction of sound.



The first Baha 4 Attract System surgeries in the United States began on November 26. To date, approximately 100 people have been implanted worldwide. Clinical experience reports that surgery is straightforward using the proven principles of Baha surgery.

The FDA clearance of the Baha 4 Attract System follows shortly behind the commercial launch of the new [Baha 4 Sound Processor](http://www.cochlear.com), which features the powerful Ardium™ platform – three times faster, with eight times more memory than the previous generation. The added power within the Baha 4 Sound Processor drives sophisticated sound technologies, true 2.4 GHz digital wireless connectivity and remote controls, perfect for anyone who is “on the go.”

#### **About Cochlear**

Cochlear is the global leader in implantable hearing solutions. It has a dedicated global team of more than 2,700 people who deliver the gift of sound to those with hearing loss in over 100 countries. Its

vision is to connect people, young and old, to a world of sound by offering life enhancing hearing solutions.

The Cochlear promise of “Hear now. And always” embodies the company’s commitment to providing its recipients with their best possible hearing performance today and for the rest of their lives. For over 30 years, Cochlear has helped hundreds of thousands of people either hear for the first time or reconnect them to their families, friends, workplaces and communities.

For more information, visit [Cochlear.com](http://Cochlear.com).

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