



July 3, 2008

ANNOUNCEMENT NO: 18

GN ReSound appoints new head of sales EMEA

Mads Bjerre Andersen will join GN ReSound as Senior Vice President for the EMEA sales region on August 1. Mr. Bjerre Andersen will succeed Steen Bindslev who will leave GN ReSound by mutual agreement.

Mr. Bjerre Andersen (46 years) has been CEO of the German hearing instruments retailer GEERS Hörakustik AG & Co. KG since 1999. GEERS is one of the largest European retail chains within the hearing instrument industry. From 1999 to 2005 Mr. Bjerre Andersen also had the operational responsibility for the German market.

Prior to 1999 Mr. Bjerre Andersen has had various positions within the hearing instruments industry among other in GN Danavox (now GN ReSound) and HIMSA, the Hearing Instrument Manufacturers' Software Association.

For further information, please contact:

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