

Auris Medical News Release

Auris Medical to Host Key Opinion Leader Meeting on Tinnitus Treatments on March 13 in New York City

Zug, Switzerland, March 11, 2015 – Auris Medical Holding AG (NASDAQ: EARS), a clinical-stage company dedicated to developing therapeutics that address important unmet medical needs in otolaryngology, today announced that it will host a Key Opinion Leader breakfast focused on current advances in tinnitus treatments. The event and live webcast will take place on Friday, March 13 from 8:00am-9:30am Eastern Time in New York City.

The meeting will feature a live testimonial from a patient diagnosed with tinnitus, followed by a keynote presentation by Michael D. Seidman, MD, who will discuss recent emerging therapies for tinnitus. Members of the Auris Medical executive management team will provide an overview of the Company's technology and ongoing clinical development work with AM-101 for the treatment of acute inner ear (peripheral) tinnitus.

The event is intended for institutional investors and sell-side analysts. To reserve a place, please contact Veronica Molina at 212-915-2567 or via e-mail at vmolina@lifesciadvisors.com. A live webcast and subsequent replay of the event will also be available at <http://lifesci.rampard.com/20150313/reg.jsp>, and will be accessible through the Investors section of the Company's website at <http://www.aurismedical.com>.

Michael D. Seidman, MD, FACS is an internationally recognized tinnitus and inner-ear specialist. He is currently the Director of Research, Medical Director of the Center for Integrative Medicine and Medical Director of Wellness at the Henry Ford Health System. Dr. Seidman is considered an expert on the molecular basis of aging, noise induced hearing loss and tinnitus. He currently sits on the Board of Directors for the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS). He is Co-Editor for the International Tinnitus Journal and is on the Editorial Review Board for eight major otolaryngology (ENT) journals and has more than 100 major publications. He has been an investigator in several clinical trials, including one with AM-101. He was awarded by the AAO-HNS with the Clinical Practitioner Excellence Award, which is given to one otolaryngologist each year.

About Auris Medical

Auris Medical is a Swiss biopharmaceutical company dedicated to developing therapeutics that address important unmet medical needs in otolaryngology. The Company is currently focusing on the development of treatments for acute inner ear tinnitus (AM-101) and for acute inner ear hearing loss (AM-111) by way of intratympanic injection with biocompatible gel formulations. In addition, Auris Medical is pursuing early-stage research and development projects. The Company was founded in 2003 and is headquartered in Zug, Switzerland. The shares of Auris Medical Holding AG trade on the NASDAQ Global Market under the symbol "EARS".

Forward-looking Statements

This press release may contain statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements are statements other than historical fact and may include statements that address future operating, financial or business performance or Auris Medical's strategies or expectations. In some cases, you can identify these statements by forward-looking words such as "may," "might," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "projects," "potential," "outlook" or "continue," and other comparable terminology. Forward-looking statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements. These risks and uncertainties include, but are not limited to, the timing and conduct of clinical trials of Auris Medical's product candidates, the clinical utility of Auris Medical's product candidates, the timing or likelihood of regulatory filings and approvals, Auris Medical's intellectual property position and Auris Medical's financial position, including the impact of any future acquisitions, dispositions, partnerships, license transactions or changes to Auris Medical's capital structure, including future securities offerings. These risks and uncertainties also include, but are not limited to, those described under the caption "Risk Factors" in Auris Medical's prospectus relating to its Registration Statement on Form F-1, as amended, and future filings with the Securities and Exchange Commission. Forward-looking statements speak only as of the date they are made, and Auris Medical does not undertake any obligation to update them in light of new information, future developments or otherwise, except as may be required under applicable law. All forward-looking statements are qualified in their entirety by this cautionary statement.

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