



**Hearing device Oticon Delta Named “Best of Innovations” at CES
Prestigious Innovations 2007 Awards**

Smørum, November 8, 2006 – At the International CES show the American Consumer Electronics Association (CEA), producer of the world’s largest consumer electronics show (CES), announced that Oticon, A/S has been selected as an International CES *Best of Innovations 2007* Design and Engineering Award winner. The “Oscars” of the electronics world honored the company’s revolutionary Oticon Delta hearing device with the Best of Innovations 2007 in the Personal Electronics product category. One of the most widely renowned consumer technology awards programs worldwide, “Innovations 2007” recognizes the best-designed and best-engineered products in consumer technology. Judges awarded Oticon Delta one of the highest scores in the personal electronics category based on the value to a user, aesthetics, contributions to quality of life, as well as its innovative qualities.

“It isn’t often that a hearing device competes with hundreds of cutting-edge consumer electronics products from leading international electronics companies and comes out on top,” states Niels Jacobsen, President and CEO of Oticon and William Demant Holding. “We designed Delta to change the way people view hearing aids. This award proves that we’ve moved the concept of hearing aids into competition with some of the most desired electronic equipment in the world. It is an incredible affirmation of the success of our mission to motivate image-conscious people with hearing loss to consider Delta as a high-tech, attractive solution.”

The groundbreaking design that characterizes Oticon Delta has set a new benchmark in hearing aid design creating a whole new category of hearing solutions. Delta features a miniature triangular design with sleek lines, hot colours and a brushed metallic surface. It’s revolutionary design is made possible by placing its receiver into the ear canal at the end of a thin, transparent sound wire. Combining the best of two worlds, Delta merges the cosmetic advantages of in-the-ear instruments with the technological possibilities of behind-the-ear devices. Invisible behind the ear, the innovative design houses state-of-the-art digital technology allowing unprecedented sound quality and boosting speech understanding even in the most difficult listening situations.

The Best of Innovations award is one of many accolades the trendy triangular hearing device has earned since its introduction earlier this year. A distinguished panel of international jurors awarded Oticon Delta the “Red Dot Award 2006” one of the most sought-after design awards worldwide, for its superior design quality and innovative design. In addition, Delta received the design award of the Federal Republic of Germany 2007.

This year's Best of Innovations 2007 awards are given to the most honored products in each of the 31 product categories. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the trade press to honor outstanding design and engineering in state-of-the-art consumer electronics.

The International CES Innovations 2007 Awards recognize the best designed and engineered products. It is sponsored by the CEA, the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

About Oticon

Oticon is one of the most innovative hearing aid manufacturers on the market. With over 100 years of experience, Oticon looks back on a number of technological breakthroughs in hearing aid history that have made a significant difference for people with hearing loss. Oticon is the only manufacturer with its own research centre ensuring that the needs of hearing aid users are always put first when developing new solutions.

For more information about Oticon Delta please visit www.my-delta.com or www.oticon.com.