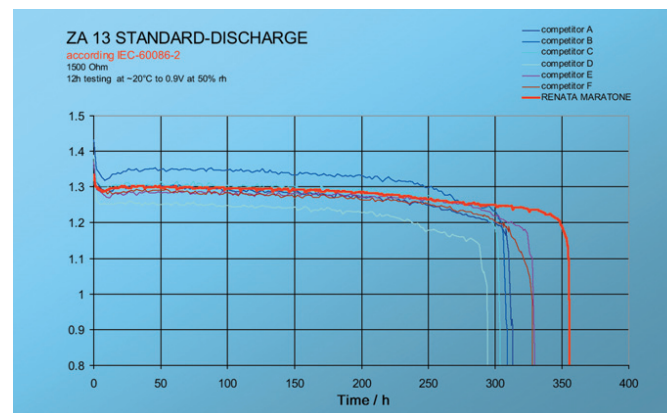


The Hearing Aid Battery Performance Race Continues...

If you are committed to offering your patients the best solutions for their hearing healthcare needs, we invite you to consider Renata, the Swiss battery company, for your hearing aid battery requirements. Renata is fully committed to producing the world's best performing miniature batteries; and "maratone," its latest generation zinc-air battery, is a worthy contender in the marathon race for very best. Renata is a division of Swatch, the world's leading watch company, an Olympic sponsor, and multi-billion dollar microelectronics giant. As a matter of fact, if you own a nice watch, automobile, telephone, computer, or hand held "high-tech" device, the chances are good that you are already a Renata customer – but you never knew it.

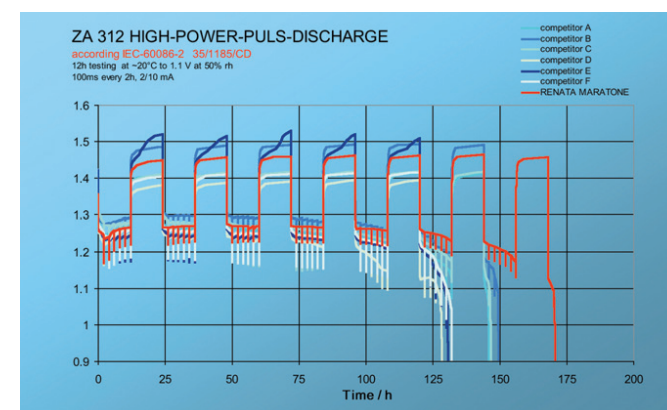
Leading battery producers, working with hearing aid manufacturers and organizations such as ANSI and IEC, have developed a series of standardized battery performance tests. These tests have evolved over the years, while taking into consideration the ever-changing performance requirements placed upon batteries by today's digital hearing aid products.

One standard test valid for zinc-air batteries is based on a discharge of the battery **under a constant resistance over a period of time**, which varies depending upon the battery type being tested. When comparing RENATA



maratone to the leading competitive products under this standard test in the 4th quarter of 2005, "maratone" clearly featured a superior performance advantage.

Realizing that today's modern hearing instruments have much more demanding power requirements, IEC proposed a new "high power pulse test" for battery performance

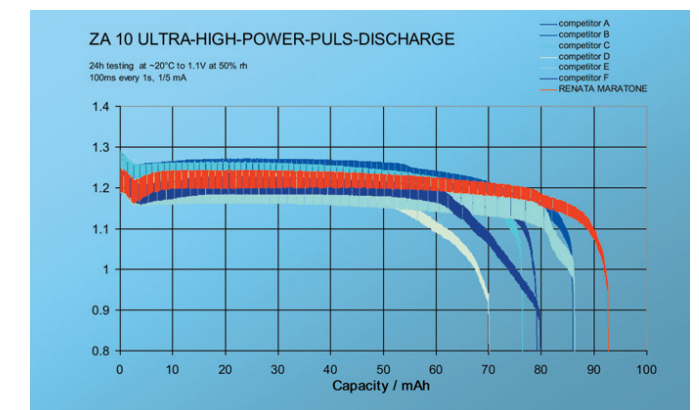


analysis which more closely simulates reality than the standard battery discharge tests described above. This test implements **a constant load over a specified period of time, with the addition of a more substantial pulse load every two hours**. Likewise, this test also varies depending upon the battery type being analyzed. Once again, in this same series of Q4 – 2005 tests, Renata maratone clearly featured a superior performance advantage over the leading competitors even under this more stringent "high power pulse test," indicating RENATA maratone is truly "the battery of choice."

Why is the battery choice critical for modern digital hearing instruments?

Modern hearing instrument manufacturers are constantly striving to provide consumers with intelligent hearing solutions – all designed to perform optimally under an ever-changing multitude of environmental surroundings. This push for enhanced performance has helped to create a growing variety of truly innovative features. These enhancements have lead to high current pulses, which the battery must be capable of sustaining. If the battery can't handle the load, which can become especially high in some environments, these innovative hearing devices will simply fail to function as designed, leaving consumers uncomfortable with their investment in

better hearing. This means selecting the best battery is indeed a crucial decision.



In order to exceed expectations, Renata went a step further and created testing conditions believed to simulate heavy use in a rough environment. Under this special Renata test, **high power pulses are applied every second** draining the batteries much more rapidly. This harsh yet realistic test closely simulates the difficulties such high tech hearing devices face. Once again, when top



TAKE the RENATA CHALLENGE!

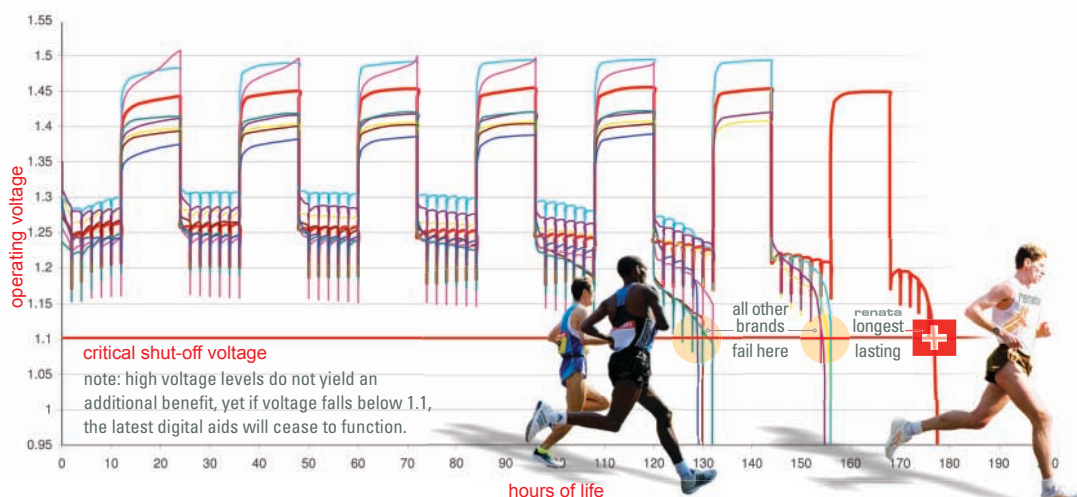
quality battery performance is demanded under even the harshest conditions, these test results point toward Renata as the obvious solution.



Try Renata maratone and hear the sound of success! Energy for the long run!



Admittedly, once Renata surpassed other manufacturers in terms of battery performance back in Q4 - 2005, the race did not end! It is a "marathon" race! Every manufacture is striving to build the world's best battery, and advances of every kind, ranging from raw material selection to final quality control methodology and packaging, are underway constantly. Which battery company will win this race? There is only one way to find out! **We are so confident that your patients will realize improved overall battery performance with Renata maratone, that we offer a no questions asked, money back guarantee. Take the Renata challenge!**



ZA 10 High Power Pulse Discharge Test

According to the Latest IEC Standard 60086-2, 35/1185/CD

Testing performed against fresh competitive product Q4 2005.



Renata Consumer Leaflet

Econotester

ZACaddie

ZA-LCDTester