

MEDIA RELEASE

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COCHLEAR A WINNER AT AUSTRALIAN HR AWARDS 2011

Cochlear Limited has won the award for Best Employee Value Proposition at the Australian HR Awards 2011 and was a finalist in the Learning and Development category.

The award recognises Cochlear's HR team for delivering the most unique, compelling and relevant employee value proposition. This was done through creative and effective communication, engagement, consultation and employee buy-in across the global organisation.

"It is great to have this recognition for the unique work, organisation and opportunities that Cochlear provides as we transform the lives of people with a hearing loss," said Anne-Marie Leslie, Senior Vice President Human Resources at Cochlear.

"Cochlear was recognised for the engagement of people in their work, the company's goals and the difference Cochlear people make in the lives of our customers. Our application was based on the work we did in moving to our new global headquarters at Macquarie University in Sydney, the development of our recruitment and induction processes and, most importantly, the passion Cochlear people have for the work they do.

"A key criterion was the way our employees "live the employee value proposition", which is made possible by the unique mix of the work we do, how we are supported to excel in doing it, and the opportunity presented to everyone at Cochlear."

Other finalists for the award were Johnson & Johnson Medical, GlaxoSmithKline and Millward Brown.

Known as the Australian HR industry's premier awards event, and sponsored by Human Capital Magazine, the process for choosing winners includes a selective industry judging panel as well as peer group feedback.

For information about working at Cochlear, visit cochlearcareers.com.

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About Cochlear Limited (ASX: COH)

Cochlear is the global leader in implantable hearing solutions. It has a dedicated global team of more than 2,500 people who deliver the gift of sound to the hearing impaired in over 100 countries around the world. Our vision is to connect people, young and old, to a world of sound by offering life enhancing hearing solutions.

Over almost 30 years this vision has seen Cochlear help over 250,000 people either hear for the first time or reconnect them to their families, friends, workplaces and communities.

To this end, Cochlear offers four distinct product lines, each of which provides solutions for different types of hearing loss. These include: cochlear implants, bone conduction implants, implants for electro-acoustic stimulation and implants for direct acoustic stimulation. Whether these hearing solutions were implanted 25 years ago or today, the company's commitment to backward compatibility guarantees that new upgrades and innovations can be offered to Cochlear recipients without further surgery.

Cochlear has a track record of being the industry's largest investor in research and development. In the 2011 financial year, the company invested 13% of its global sales revenue in R&D and we are currently working in collaboration with over 100 research partners based in 20 countries.

Cochlear's mission of *Hear now. And always* embodies the company's commitment to providing its recipients with the best possible hearing performance today and for the rest of their lives.

cochlear.com