



PRESS RELEASE

Amplifon S.p.A.: Supply contract with Siemens Hearing Instruments Inc renewed (“Memsis” contract).

Milan, March 17th, 2010 –Amplifon S.p.A. announces the renewal of the supply agreement between its US subsidiary Miracle Ear Inc. and Siemens Hearing Instruments Inc. (“Memsis” contract). The agreement will have the duration of 6 years effective from January 1st, 2010.

“We are pleased to continue the successfully partnership with Siemens on the US market and the very favourable terms obtained” – Franco Moschetti, CEO of Amplifon Group stated.

Amplifon, listed on the STAR segment and the FTSE Italia Mid Cap Index of the Milan Stock Exchange, is worldwide leader in the distribution and fitting of hearing aids and related services.

Through a network of over 3,000 points of sale and 2,900 service centres, Amplifon is active in Italy, the UK, France, Germany, the Netherlands, Belgium, Switzerland, Spain, Portugal, Hungary, Egypt and North America (USA and Canada).

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