

**GN Otometrics**  
**Press Release**  
**July 2005**

**GN OTOMETRICS APPOINTS NEW VP/GENERAL MANAGER  
FOR NORTH AMERICAN OPERATION**

GN Otometrics, the world leader in hearing and balance diagnostic systems, recently hired Michael Hamacher as the vice president and general manager of the company's North American business, headquartered in Schaumburg, Illinois. Hamacher will report directly to Soren Holst, president of GN Otometrics, in Denmark.

"Mike has the industry experience and leadership skills we were looking for to take our North American operation to the next level," said Holst. "I am pleased to have him on board and look forward to the vision and energy he will bring to our company."

Hamacher joined GN Otometrics from Welch Allyn, Inc., where he most recently held the position of senior marketing manager, specialty and emerging markets. His lengthy career with Welch Allyn was characterized by a steady rise through the ranks as he was consistently promoted to positions of greater responsibility.

Starting at Welch Allyn in 1993 as a hospital sales representative, Hamacher was soon promoted to western regional sales manager at Grason-Stadler, a Welch Allyn company, where he was responsible for the expansion of the audiology/ENT business unit.

In 1996, he was made national sales manager of Grason-Stadler. The following year, his responsibilities were expanded to include oversight of Welch Allyn's

ENT sales representatives and distribution channels. Shortly thereafter, he was picked to head up Welch Allyn's Latin American business, where he focused on developing alliance partners and customer relationship management. Hamacher began his career with the Milwaukee Brewers Baseball Club.

Hamacher holds a Bachelor of Science degree in business administration from Kansas State University. He resides in Chicago, Ill.

Copenhagen-based GN Otometrics is the world's leading manufacturer of hearing and balance instruments and software. The company has solutions that range from infant-screening applications, audiologic diagnostics and office management software to balance testing and hearing-aid fitting. More information about GN Otometrics can be found at [www.gnotometrics.com](http://www.gnotometrics.com).



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