



ASX / MEDIA RELEASE

**APPOINTMENT OF DIRECTOR:
MR RICK HOLLIDAY-SMITH**

Cochlear Limited Chairman Tommie Bergman today announced the appointment of Rick Holliday-Smith to the Cochlear Board, effective 1 March 2005. Mr Holliday-Smith is the Chairman of SFE Corporation Limited and Exco Resources NL and a director of DCA Group Limited and Servcorp Limited. Previously he was President of NationsBank-CRT based in Chicago and prior to that the Managing Director of the Hong Kong Bank Limited based out of London.

Announcing the appointment, Mr Bergman said that Mr Holliday-Smith would be a valuable addition to the Board, bring with him over 25 years' international business experience through managing global international financial institutions around the world.

"Mr Holliday-Smith's experience ideally complements the skill base of the Cochlear Board and we are pleased to have secured a director with such an outstanding international business career.

"Mr Holliday-Smith will chair the Audit Committee and will also be a member of the Remuneration Committee."

For further information contact:

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