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Contact: Kendra Klemme
PR Manager
952.947.4583 / kendra_klemme@starkey.com

Starkey's Zon Wins Consumer Electronics Show Innovations 2009 Award

MINNEAPOLIS, Nov. 12, 2008 – **Starkey Laboratories, Inc.**, one of the world's leading hearing technology companies, is proud to announce its fourth design award for the **Zon™ hearing aid**. The **Consumer Electronics Association**, the preeminent trade association promoting growth in the consumer technology industry, honored **Zon** with a **Consumer Electronics Show (CES) Innovations 2009 Award** in the Health and Wellness category.

Zon has won accolades for both its elegant design and the technology that powers it. The product walked away with **the Smithsonian's Cooper-Hewitt, National Design Museum's 2008 People's Design Award** and a **Spark Design Award**, as well as a Tekne Award from the Minnesota High Tech Association.

"We are thrilled to be the recipient of an award from the premiere voice in consumer electronics," said Tim Trine, Chief Technical Officer at Starkey. "It's exciting to be recognized by so many entities for the work our designers and engineers did to develop this hearing aid."

Developed with Starkey's evidence-based design approach, Zon blends world-class technology with beautiful design, ultimately providing high levels of acceptance and satisfaction for patients.

Outside, Zon:

- Is built out of moisture-resistant material.
- Was designed to minimize the number of touchpoints on wearers' skin with a curved, elegant shape.
- Has a sophisticated hair and skin-tone color palette, designed to complement and match natural skin tones and hair, which was developed through a partnership with respected cosmetics researchers.

Inside, Zon:

- Provides best-in-class performance through the cutting-edge technology.

- Virtually eliminates feedback, or the whistling that can be caused by activities such as hugging a loved one or simply being outside on a windy day, with a feature called Active Feedback Intercept.
- Delivers the best performing directional system on the market with Directional Speech Detector, which provides better speech audibility and, thus, helps understanding in noisy surroundings like restaurants.

The International CES is the industry's largest educational forum to help companies expand their businesses and understand new technology. The show is sponsored, produced and managed by the Consumer Electronics Association.

About Starkey Laboratories

Starkey Laboratories, Inc. is a privately held, global hearing technology company headquartered in Eden Prairie, Minn. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey currently employs over 3,500 people, operates 22 facilities and conducts business in over 100 markets worldwide. The Starkey family of companies operates a number of divisions including **Audibel**, **Micro-Tech**, **NU-EAR** and Starkey. For more information, visit <http://www.starkey.com>.

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