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Starkey's Zōn™ Wins Minnesota High Tech Association Tekne Award

MINNEAPOLIS, Nov. 6, 2008 – Starkey Laboratories, Inc., one of the world's leading hearing technology companies, is proud to announce that its Zōn™ hearing aid is the winner of a 2008 Tekne Award presented by the Minnesota High Tech Association. The best-in-class Zōn beat out tough competition in the Medical Technology category including Medtronic and Vital Images, Inc.

The Minnesota High Tech Association distributes the Tekne Awards annually to companies and individuals who have advanced technology and provided leadership in Minnesota. Award winners are chosen through a peer-judging process.

“It's exciting to be acknowledged for our work on Zōn by our peers in the technology industry,” said Tim Trine, Chief Technical Officer at Starkey. “We are gratified to see the hard work our designers and engineers did on Zōn being recognized as excellent design paired with world-class technology.”

Developed with Starkey's evidence-based design approach, Zōn blends exceptional technology with beautiful design, ultimately providing high levels of acceptance and satisfaction for patients. Zōn provides best-in-class performance by harnessing the power of BluWave™ Signal Processing (SP). Thanks to BluWave SP, Zōn virtually eliminates feedback with Active Feedback Intercept (AFI) and delivers the best performing directional system on the market with Directional Speech Detector (DSD). Additionally, hearing care professionals can quickly and accurately conduct real-ear measurements with Integrated Real Ear Measurement (IREM), available in nearly all Zōn hearing aids. IREM provides the most precise fit possible, helping professionals counsel patients, reducing the number of adjustments needed for a comfortable fit and better addressing the challenges hearing aid users are facing in their environments.

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This is the third award that Starkey has won for Zōn. The hearing aid also captured the 2008 People's Design Award, given by the Smithsonian's Cooper-Hewitt, National Design Museum and a Spark Design Award.

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 25 facilities and conducts business in over 100 markets worldwide. The Starkey Laboratories family of companies operates a number of divisions including Audibel, Micro-Tech, NU-EAR and Starkey. For more information, visit www.starkeypro.com.

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