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Starkey Laboratories Announces Senior Director of Marketing and Communications

***Chris McCormick is 14-year Veteran of Starkey Labs;
Brings Vast Experience to Position***

MINNEAPOLIS, Oct. 22, 2008 – Starkey Laboratories, Inc., one of the world’s leading hearing technology companies, has announced that Chris McCormick has been appointed Senior Director of Marketing and Communications. In this position, McCormick oversees all marketing and communications-related initiatives for Starkey including brand development, product marketing, consumer outreach, online strategy and tradeshow activities.

“Having the right people in the right positions strengthens a company’s ability to operate efficiently and effectively,” said Brandon Sawalich, Vice President of Sales and Marketing for Starkey. “Chris knows the industry, but more importantly, he knows our customers and understands the patient journey, making him well-suited to lead in this capacity. We are excited to have him in this position and look forward to watching our marketing and communications activities flourish.”

A 14-year veteran of Starkey, McCormick began with the company in the Materials Management division where he developed new processes to enhance both efficiency and productivity. He also spent a number of years working in the Sales department rising through the ranks from Sales Representative to Regional Sales Director. Prior to leading the Marketing department, McCormick led Sales Operations. McCormick received his B.S. in marketing from the Herberger College of Business at St. Cloud State University.

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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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