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

Starkey Laboratories Wins Spark Design Award for Zōn™

Winners on Display in San Francisco Until January 2009

MINNEAPOLIS, Oct. 20, 2008 – Starkey Laboratories, Inc., one of the world’s leading hearing technology companies, is the recipient of a Spark Design Award for the design of Zōn,™ the best-in-class receiver-in-canal (RIC) line of products that was launched this year. Zōn, one of 360 entries considered by a 14-member jury of global design experts, was in good company with illustrious designs from Kohler, Dyson, Swarovski, Virgin America, BMW and design firms like Fuseproject and Pentagram Design. Winners will be on exhibit at the Autodesk Design Gallery in San Francisco, Calif., until January 2009.

“We are proud to be recognized for the amazing work our designers and engineers did to create Zōn,” said Tim Trine, Chief Technical Officer at Starkey. “You can’t know what people want without asking them, and that’s exactly what we did. We conducted extensive research with hearing care professionals and patients to find out what they wanted in a hearing instrument – and the result is the award-winning Zōn.”

Developed with Starkey’s evidence-based design approach, Zōn blends world-class technology with beautiful design, ultimately providing high levels of acceptance and satisfaction for patients. Built out of moisture-resistant material, Zōn was designed to minimize the number of touchpoints on wearers’ skin with a curved, elegant shape. Even the color options were carefully considered; Starkey worked with respected cosmetics researchers to develop the sophisticated hair and skin-tone color palette, designed to complement and match natural skin tones and hair.

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Zōn looks great on the outside, but it also provides best-in-class performance through the cutting-edge technology inside. Harnessing the power of BluWave™ Signal Processing, Zōn virtually eliminates feedback with Active Feedback Intercept (AFI) and delivers the best performing directional system on the market with Directional Speech Detector (DSD), which boasts industry-leading free-field and KEMAR DIs and the lowest operational noise floor available, making speech more audible in difficult listening situations. Additionally, hearing care professionals can quickly and accurately conduct real-ear measurements with Integrated Real Ear Measurement (IREM). 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.

Spark is a design competition focusing on change – specifically change for the better. The competition considers criteria including sustainability, suitability, context, inventiveness, process, universality and beauty. The Spark Design Awards are intended to encourage people to experience design in new ways and improve our world. Designers, art directors, ad agencies, manufacturers and other creative people and institutions have the opportunity to submit work for the Spark Design Awards.

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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