

Starkey in the News

November 2009

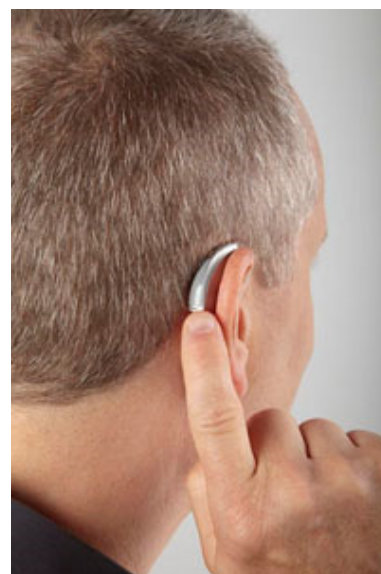
Starkey's Sweep Technology Wins Consumer Electronics Show Innovations 2010 Award



MINNEAPOLIS, November 13, 2009 Starkey Laboratories, Inc., one of the world's leading hearing technology companies, is proud to announce it has been awarded the Consumer Electronics Show (CES) Innovations 2010 Award in the Health and Wellness category for the S Series™ with Sweep™ Technology behind-the-ear (BTE) hearing aid. The CES is the preeminent trade association promoting growth in the consumer technology industry.

Sweep

Technology replaces all of the traditional hearing aid buttons and dials with an innovative touch surface that allows users to adjust volume and change memories with the simple sweep or touch of a finger. There is no mechanical movement required for activation, no push buttons that oxidize and fail with time, and no openings around the volume control wheel that allow moisture and dirt to enter the hearing aid. The sweep surface is a single seamless control, giving patients full access to volume, memory and standby controls at the tips of their fingers.



"We are thrilled to be the recipient of an award from the premier voice in consumer electronics," said Tim Trine, Chief Technical Officer at Starkey. "We have spent three years researching and developing this technology into something that can be used in a hearing aid, and we succeeded in creating a hearing aid that is both smarter and simpler."



Starkey's BTE with Sweep Technology has won accolades for its technology in other arenas as well, walking away with a 2009 Tekne Award from the Minnesota High Tech Association (MHTA) — the second consecutive award for the company from



the MHTA.

The International CES, which is sponsored, produced and managed by the Consumer Electronics Association, is the world's largest consumer electronics tradeshow. The show offers an educational forum to help companies expand their businesses and understand new technology. The 2010 International CES will be held January 7-10

in Las Vegas, Nev.

About Starkey®

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 employs over 3,500 people, operates 22 facilities and conducts business in over 100 markets worldwide. For more information, visit <http://www.starkey.com/>.

