



PRESS RELEASE

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Golf Legend Arnold Palmer to be featured in New Ad Campaign for Destiny Hearing Aids found at The Place for Better Hearing

Cincinnati – April 9, 2007 – Golf Legend Arnold Palmer is joining forces with The Place for Better Hearing, and will be featured in their new advertising campaign promoting the superior performance of Destiny Hearing Aids. Palmer, a longtime friend of Starkey's founder Bill Austin and user of Starkey's Destiny Hearing Aids, will be featured in several advertisements.

"The Destiny Hearing Aids have certainly made a huge difference in my life and improved my quality of hearing," said Palmer.

Starkey's new line of Destiny Hearing Aids are designed to address the most common complaints from hearing aid users'; feedback, not hearing well in noise, and squealing when talking on the telephone. Destiny Hearing Aids include the groundbreaking Active Feedback Intercept, which virtually eliminates the irritating whistling often associated with wearing hearing aids; Directional Speech Detector that lets users hear exactly what they want to with a laser-like focus, even in extremely noisy situations; and Acoustic Signature that automatically and instantaneously adjusts itself to different listening environments.

"The Place for Better Hearing is always looking to improve the quality of life for our patients, and with the new line of Destiny Hearing Aids, we are making significant strides in doing so," said Laurie DeWine, audiologist. "It was a natural fit for us to work with Arnold Palmer in our new campaign because the Destiny

Hearing Aids have already helped improved his quality of life and hearing, and we hope it will do the same for all of our patients.”

Starkey’s Destiny series of hearing aids are available in behind-the-ear, in-the-ear, in-the-canal, and completely-in-the-canal models. To learn more about Destiny visit www.hearingbetter.net or Destinyhearingaids.com.