



## **FOR IMMEDIATE RELEASE**

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### **Starkey Hearing Technologies' AMP Hearing Aid Awarded Silver Edison Award**

**MINNEAPOLIS, April 30, 2012** – [Starkey Hearing Technologies](#), a global leader in hearing technology, is excited to announce that its [AMP](#)<sup>®</sup> hearing aid has been honored with a 2012 Silver Edison Award in the category of Science/Medical-Assistive Devices. This is the second consecutive year Starkey Hearing Technologies has been recognized – last year its [SoundLens](#)<sup>™</sup> was awarded a Bronze Award in the same category.

"We are honored that AMP has been recognized by the distinguished Edison Awards," said Senior Vice President of Starkey Hearing Technologies Brandon Sawalich. "We are proud to offer AMP as an option to move people toward getting hearing help faster."

AMP is the hearing aid for people who feel they are not ready to wear a hearing aid. Many are reluctant to consider hearing aids because they do not want to be seen wearing one or have outdated perceptions of how they sound, but Starkey Hearing Technologies' AMP addresses these concerns. AMP is invisible in most ears, more affordable and is designed to sound great. Additionally, AMP's programming method makes fitting so efficient that patients can walk out the door wearing an AMP in a single visit.

The nominees were judged by a panel of more than 3,000 leading business executives and were judged on a set of criteria around the themes of Concept, Value, Delivery and Impact. For more information about AMP, visit [www.starkeypro.com](http://www.starkeypro.com).

#### **About The Edison Awards**

The Edison Awards represent the spirit of innovation personified by Thomas Edison, inspiring America's drive to remain in the forefront of creativity and ingenuity in the global economy. Sponsors of the 2012 Edison Awards include Nielsen, *USA TODAY*, Discovery Communications, SCIENCE, CSRware, applepeak and ViridiSTOR. For more information about the Edison Awards, visit [www.edisonawards.com](http://www.edisonawards.com).

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**About Starkey® Hearing Technologies**

Starkey Hearing Technologies 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 Hearing Technologies currently employs more than 3,500 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via five distinct brands – Audibel, AudioSync, NuEar, MicroTech and its original brand, Starkey. For more information, visit [StarkeyHearingTechnologies.com](http://StarkeyHearingTechnologies.com).

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