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Starkey Hearing Technologies' SurfLink Mobile Wins iF Product Design Award 2013

MINNEAPOLIS, Dec. 4, 2012 – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is proud to announce that its **SurfLink® Mobile** has been selected for an iF product design award 2013. For 60 years, the iF product design award has been an internationally recognized label for award-winning design, and the iF brand has become a symbol for outstanding achievements in design. SurfLink Mobile, the hearing industry's more unique and versatile cell phone solution, was selected from a wide variety of products comprising more than 3,011 entries.

"SurfLink Mobile has proven to be a remarkably successful product with both patients and hearing care professionals," said Jerry Ruzicka, President of Starkey Hearing Technologies. "We are proud to again be the recipient of an iF award, showing the global reach of our design."

SurfLink Mobile enables hands-free cell phone conversations directly through the user's hearing aids. It is also a breakthrough remote microphone, assistive listening device, media streamer and hearing aid remote control – all in one device.

The iF award entries are judged based on the following criteria: design quality, finish, choice of materials, degree of innovation, environmental impact, functionality, ergonomics, visualization of intended use, safety, brand value and branding and aspects of universal design.

For more information about the iF Product Design awards visit <http://www.ifdesign.de>.

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 four distinct brands – Audibel®, NuEar™, MicroTech™ and its original brand, Starkey. For more information, visit StarkeyHearingTechnologies.com.