



## FOR IMMEDIATE RELEASE

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### **Starkey Hearing Technologies' Xino Tinnitus Named a CES Innovations 2014 Design and Engineering Award Honoree**

**MINNEAPOLIS, Nov. 13, 2013** – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, today announced that it has been named an International CES Innovations 2014 Design and Engineering Awards Honoree for Xino™ Tinnitus. This is the sixth consecutive year Starkey Hearing Technologies has been an Honoree – having previously won for SurfLink® Mobile, AMP®, SoundLens™, S Series® with Sweep™ Technology and Zōn™. The CES is the preeminent trade association promoting growth in the consumer technology industry.

**Xino Tinnitus** is a nearly invisible hearing aid device that uses patent-pending Multiflex Tinnitus Technology to create a patient-preferred sound stimulus designed to deliver tinnitus relief. It makes tinnitus manageable for the more than 50 million Americans who have been frustrated by their inability to find consistent personalized relief – and gives hearing professionals an easy-to-use tinnitus management option.

“We are thrilled to once again be the recipient of an International CES Innovations Design and Engineering Award,” said Jerry Ruzicka, President of Starkey Hearing Technologies. “We are proud to offer a customized, personalized option for tinnitus relief, helping with a condition that can be debilitating for so many people.”

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, which is the largest consumer electronics show in the world. The 2014 International CES, will be held January 7-10, 2014 in Las Vegas.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value

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- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers would find attractive
- How the design and innovation of this product directly compare to other products in the market place

Innovations 2014 Design and Engineering honoree products are featured on [CESweb.org/Innovations](http://CESweb.org/Innovations).

### **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 3,600 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](http://StarkeyHearingTechnologies.com).

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