



## **FOR IMMEDIATE RELEASE**

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### **Starkey Hearing Technologies' SurfLink Mobile wins red dot design award**

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*Third Consecutive Year Designs Have Been Recognized*

**MINNEAPOLIS, March 12, 2013** – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is proud to announce that **SurfLink® Mobile** has been honored with a red dot award: product design 2013. This is the third consecutive year Starkey Hearing Technologies has won this award, having been recognized last year for its **AMP®** hearing aid and in 2011 for its **SoundLens™** hearing aid. The red dot design award is one of the most renowned international product competitions in the world. This year, 1,865 manufacturers from 54 countries took part in the awards, submitting a total of 4,662 entries.

SurfLink Mobile is the hearing aid industry's most unique and versatile wireless accessory. This device 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.

SurfLink Mobile will be featured with the other prize-winning products July 2-28, 2013 in the exhibition, "Design on stage – winners red dot award: product design 2013," at the red dot design museum in Essen, Germany. With an excess of 2,000 products spread over an area of more than 4,000 m<sup>2</sup>, the red dot design museum houses the largest permanent exhibition of temporary design.

#### **About the red dot design award**

With the red dot design award, the Design Zentrum Nordrhein Westfalen created one of the most internationally acclaimed competitions. The prize, the "red dot," has established itself worldwide as one of the most sought-after quality marks for excellent design. The Design Zentrum Nordrhein Westfalen displays the award-winning products in the red dot design museum for at least one year.

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In order to appraise the diversity in the field of design in a professional manner, the red dot design award breaks down into different disciplines: the “red dot award: product design,” “red dot award: communication design” and “red dot award: design concept.”

Further information is available at: <http://www.red-dot.de/press>

### **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](http://StarkeyHearingTechnologies.com).

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