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Starkey Hearing Technologies Hosts Another Successful Hearing Innovation Expo

MINNEAPOLIS, Jan. 23, 2014 – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is excited to announce that the **2014 Hearing Innovation Expo** held last week at The Cosmopolitan™ of Las Vegas was a huge success. Believed to be the largest event ever held in the history of the hearing care industry, the Expo hosted more than 3,400 hearing care professionals from across the world and featured world-renowned courses and speakers, including keynote speeches from two former U.S. Presidents.

"From former Presidents and Fortune 20 executives, to best-selling authors and the hearing industry's most respected thought leaders, the Hearing Innovation Expo delivered on our promise to provide the content and ideas that hearing care professionals can immediately use on day one back in their offices," said Starkey Hearing Technologies Senior Vice President Brandon Sawalich. "We received overwhelmingly positive reviews from our guests on the event, and we are thrilled they left feeling inspired and motivated to take action."

The three-day Expo offered more than 60 presentations and courses with topics ranging from research and hearing science to patient engagement best practices for entrepreneurial success. Keynote speakers included former President Bill Clinton; former President George W. Bush; former Fortune 20 business executive Carly Fiorina; authors Simon Sinek, Guy Kawasaki and Dan Ariely; and business magnate Donald Trump.

On the Expo's final night, attendees were entertained with a private concert by country music star Brad Paisley at the Cosmopolitan's new intimate venue, The Chelsea.

Full recaps of each day of the Hearing Innovation Expo can be viewed at <http://www.starkey.com/blog>.

Along with best-in-the industry content and presentations, attendees were also shown a futuristic "Concept Office," which showcased a full-scale model of a hearing care office showing professionals how they can differentiate themselves by providing an extraordinary experience

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for patients. The office included a state-of-the-art reception area with a comfortable and modern environment and a Patient Journey Room featuring MyStarkey for improving the patient experience. New at this year's Expo was the Social Media Impact Lounge, which featured dedicated computers and iPad stations to help attendees get set up on Twitter, Facebook and other social media platforms in order to help amplify their message online. Finally, Solutions Hall featured variety of business solutions for attendees including Digital Marketing, Batteries, Technology Demonstrations, Starkey Hearing Foundation and much more.

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

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