



FOR IMMEDIATE RELEASE

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Starkey Hearing Technologies Introduces Halo, A Revolutionary New Hearing Aid

Made for iPhone Hearing Aid Brings Personalized Hearing to Millions

MINNEAPOLIS, March 17, 2014 – Starkey Hearing Technologies, one of the world’s leading hearing technology companies, is excited to introduce Halo™, a Made for iPhone® hearing aid engineered to be compatible with iPhone, iPad® and iPod® touch. The Halo hearing aid gives the more than 26 million Americans with untreated hearing loss a new, discreet option that seamlessly connects with iPhone, iPad and iPod touch.

Available March 31, Halo, which is sold under the Starkey brand name, combines Starkey Hearing Technologies’ superior hearing with iOS to deliver a revolutionary new hearing solution that makes every aspect of life better – from conversations to phone calls to listening to music. Halo will connect with the TruLink™ Hearing Control app, which is available as a free download in the App StoreSM.

“Halo brings what people love about Starkey hearing aids to anyone who suffers from hearing loss,” said Dave Fabry, Vice President of Audiology and Professional Services for Starkey Hearing Technologies. “Halo delivers new standards of performance and personalization, while providing convenient control and connectivity to iOS devices.”

Building on iOS features that let you do everyday things like making phone and FaceTime® calls, listening to music and using Siri®, Halo takes advantage of TruLink Technology and compatible iOS devices to meet the needs of today’s demanding and tech-savvy consumers. In addition to seamless integration with iPhone, iPad and iPod touch, Halo hearing aids are also standalone hearing aids packed with Starkey Hearing Technologies’ best-in-class performance features including feedback cancellation, adaptive noise management and directionality.

Visit TruLinkHearing.com for more information about the Halo hearing aid and TruLink technology platform.

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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 3,600 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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