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## **Starkey Hearing Technologies and Minnesota Vikings Encourage Fans to “Listen Carefully”**

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### ***New SoundCheck App Allows Fans to Measure Noise Levels at Stadium During Game***

**MINNEAPOLIS, Sept. 5, 2014** - [Starkey Hearing Technologies](#), one of the world’s leading hearing technology companies, is excited to announce it will be the Preferred Hearing Partner of the Minnesota Vikings for the second season in a row.

As part of the partnership, earplugs will be distributed at all Vikings 2014 home games to promote ear safety during the games. In addition, Vikings wide receiver Greg Jennings will support the partnership through radio spots and in-game video messaging.

Fans will be invited to download Starkey Hearing Technologies’ new [SoundCheck](#) app to measure the noise levels at the TCF Bank Stadium during games. SoundCheck is a free hearing screener and sound level meter application that allows users to measure the surrounding environmental noise level and to quickly evaluate their own hearing to determine if it is within a normal range. It is available from the App Store and on [Google Play](#).

“Vikings fans are well-known for being some of the loudest and most supportive in the NFL,” said Chris McCormick, Vice President of Marketing for Starkey Hearing Technologies. “Our partnership with the team is intended to encourage fans to continue to get loud in support of their team but to protect their hearing while they are cheering at games.”

Hearing loss is a growing problem that affects more than 36 million Americans, and the number of youth with hearing loss is increasing. One in five children and teens now has noise induced hearing loss, largely due to loud music being streamed into headphones and exposure to other

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high volume noises on a daily basis.

**About Starkey® Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. 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 three distinct brands – Audibel, NuEar and its original brand, Starkey. For more information, visit [www.starkeyhearingtechnologies.com](http://www.starkeyhearingtechnologies.com)

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