



FOR IMMEDIATE RELEASE

Media Contacts:

Karen Spaeth
Director of PR & Customer Experience
952.947.4522 / karen_spaeth@starkey.com

Roepke Public Relations
612.677.1717 / Press@roepkepr.com

**Starkey Hearing Technologies Announces Keynote Speakers and
Guests for 2016 Hearing Innovation Expo**

2016 Hearing Innovation Expo to feature notable business and community leaders

MINNEAPOLIS, Oct. 5, 2015 – Starkey Hearing Technologies, one of the world's leading hearing technology companies, is hosting it's third Hearing Innovation Expo at The Cosmopolitan™ of Las Vegas January 20-24, 2016. The premier event for independent hearing professionals, the Expo brings together Fortune 500 executives, world-class scientists, industry experts and global thought leaders to discuss and share ideas that can be put into action today to help create a better tomorrow.

"In 2014 we had more than 3,400 hearing professionals in attendance, and with former Presidents, Fortune 20 executives, best-selling authors and more than 60 presentations offered, the 2014 Hearing Innovation Expo delivered not only new ideas for hearing professionals to use back home but also left guests feeling motivated to enact change for the better," said Starkey Hearing Technologies senior vice president Brandon Sawalich. "Looking at what we have in store for the 2016 Hearing Innovation Expo, especially our lineup of speakers and special guests, 2016 will be the best Expo yet."

Keynote speakers for 2016 include: George W. Bush, 43rd President of the United States; *Shark Tank*'s Daymond John and Barbara Corcoran; CEO of X PRIZE Foundation Peter Diamandis; *New York Times* best-selling author Daniel Pink; social media guru Randi Zuckerberg; NBA Hall of Famer Earvin "Magic" Johnson; President Bill Clinton; and Academy Award Winning actor Ben Affleck. Other special guests and entertainers will include Rock and Roll Hall of Famer Sammy Hagar and America's favorite the Beach Boys.

-more-

**2016 Expo
Page 2**

Watch the 2016 Hearing Innovation Expo speaker announcement [video here](#).

The 2016 Hearing Innovation Expo is all about turning ideas into action, thinking differently and defining tomorrow. Three days of exhilarating speeches by some of the brightest minds in business, interactive courses and training sessions taught by industry experts along with captivating and engaging discussions will offer hearing professionals the tools they need to define a better tomorrow. Hearing professionals will leave ready to lead with impact in the marketplace and define the future of the industry.

“Expo isn’t just a platform to converge ideas and thoughts together in one place, it’s a dynamic step forward for all of us in the hearing industry towards a better future,” Sawalich said. “Expo allows independent business owners and hearing professionals to come together, share stories and learn from each other so that they leave with new tools to help their business perform.”

For more on the 2016 Hearing Innovation, please visit hearinginnovationexpo.com.

About Starkey Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. Founded in 1967, the company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. In addition to employing more than 3,600 people, operating 21 facilities and doing business in more than 100 markets worldwide, Starkey Hearing Technologies proudly supports its philanthropic arm: Starkey Hearing Foundation. The foundation, which uses the gift of hearing as a vehicle to change lives around the world, is nearly 50 percent ahead of its goal of giving one million hearing aids this decade. Starkey Hearing Technologies develops, manufactures and distributes hearing aids via four distinct brands – Audibel®, NuEar®, MicroTech™ and its original brand, Starkey. For more information, visit www.starkey.com and www.starkeyhearingfoundation.org.

#