



## FOR IMMEDIATE RELEASE

**Contact:** Karen Spaeth  
Director of Customer Experience  
952.947.4522 / karen\_spaeth@starkey.com

### Starkey Hearing Technologies Relax App Relieves Tinnitus

**MINNEAPOLIS, May 18, 2015** – Starkey Hearing Technologies is proud to introduce Relax, a mobile app designed to help provide personalized tinnitus relief and comprehensive tinnitus education. With 12 unique relief sounds, Relax is the next step in providing tinnitus management strategies that are unique to each user’s tinnitus symptoms.

Relax is compatible with iOS (version 7.0 and later) and Android™ platforms (version 4.1 and later) and works with Starkey Hearing Technologies’ Made for iPhone® hearing aids, via an iOS device and 900 MHz wireless hearing aids via SurfLink® Mobile. Users can use Relax in conjunction with already existing tinnitus management strategies including amplification and sound therapy, or the app can be used on its own and without hearing aids. In addition to providing relief through hearing aid technology, Relax relief sounds can also be streamed through any Bluetooth® audio device.

“We are excited to help patients create a more personalized tinnitus management strategy that hopefully better alleviates any discomfort they currently have,” Vice President of Audiology and Professional Relations Dave Fabry said. “Relax puts us one step closer to finding a more permanent solution for tinnitus.”

Relax also allows users to create new, customized relief sounds coupled with soothing images to accommodate the changing behavior of their tinnitus. By modifying the volume, frequency response and rate of fluctuation, users can create customized versions for each of the 12 relief sounds unique to their own tinnitus.

Some of the sounds included in the app are: Starkey relief sound (similar to Starkey’s Multiflex Tinnitus Stimulus), Ocean Waves, Thunderstorm, Marimba, Acoustic Guitar, Crackling Fire, Rainforest, Oscillating Fan and Rainfall.

The app also includes a variety of tinnitus education materials about symptoms, causes, treatments and solutions as well as a way to reach our appointment booking call center for further help and assistance. Users can easily navigate through relevant tips, facts and contact information without having to leave the app.

Relax is available now on the App Store<sup>SM</sup> and Google Play<sup>TM</sup>.

Starkey Hearing Technologies is a proud member of the American Tinnitus Association (ATA), a global leader in the effort to find a cure for tinnitus. Starkey Hearing Technologies and ATA are working together to bring tinnitus awareness, education and solutions to patients everywhere.

**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 <http://www.starkey.com>.

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