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Starkey Hearing Technologies' Halo™ 2 Made for iPhone® Hearing Aid Named Technical Innovation of the Year Winner in 2016 American Business AwardsSM

Halo 2 hearing aid honored with Bronze Stevie® Award for utilization of mobile technology to create a smart solution for the hearing impaired

MINNEAPOLIS (May 3, 2016) — Starkey Hearing Technologies, one of the world's leading hearing technology companies, is pleased to announce that our brand-new Halo 2 Made for iPhone hearing aid has been honored with a Bronze Stevie® Award in the Technical Innovation of the Year category in The 14th Annual American Business Awards today.

Designed to connect hearing aid wearers to the people and things they love most, Halo 2 is a true hearable. The first hearing aid to offer both better hearing and customizable lifestyle and entertainment features, Halo 2 Made for iPhone hearing aids enable connectivity with iPhone, iPad®, iPod touch®, Apple Watch®, and select Android™ devices. Halo 2 is powered by our TruLink™ 2.4 GHz wireless hearing technology and built on the all-new Synergy® platform.

"Halo 2 is one of Starkey's greatest accomplishments yet," Chief Technical Officer Tim Trine said. "Patients want hearing aids that can work with their active lifestyles and that means a hearing aid that can adapt to multiple environments while still providing high-definition sound. Halo 2's quad core twin compressor technology and mobile integration gives them that and more."

Halo 2 was selected by judges for its innovative use of mobile technology and advanced processing to provide a better solution for those with hearing loss. One judge commented, "Starkey Hearing Technologies is addressing audiology needs with super smart solutions." Another noted that Halo 2 "has provided a very useful tool that utilizes mobile tech for the hearing impaired."

More than 3,400 nominations were submitted this year for consideration in a variety of categories. The American Business Awards are the nation's premier business awards program honoring organizations for outstanding performances and innovation worldwide.

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 4,800 people and 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>.

About the Stevie Awards

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.

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