

Starkey Press Release

F O R I M M E D I A T E R E L E A S E

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New Starkey Global Web Sites Released.

MINNEAPOLIS – Starkey Laboratories, Inc. today announced the release of a new global locator page and 22 new consumer web sites. All of the sites are accessible at www.starkey.com. The new sites help Starkey solidify identifiable and consistent brands in each of the company's worldwide markets.

Each site addresses four main topics: 1) how hearing loss affects life, 2) what people can do about hearing loss, 3) information about hearing aids and 4) how to locate a hearing professional. After selecting from a list of countries, viewers can read about these topics in the language of the selected nation.

Worldwide, approximately 500 million people suffer from varying degrees of hearing loss, but very few completely understand the ramifications of their loss and how it affects their lives, jobs and loved ones.

Where and how to seek help are other common questions many consumers ask before pursuing care. Because hearing care is not as culturally accepted as other forms of health care, many people do not know who treats hearing loss. The web sites locally define the different types of hearing professionals and better prepare consumers to seek help.

"The sites were created to answer basic questions and globally dispel the myths associated with seeking hearing care," noted Eric Peterson, Starkey's Director of Marketing. "We want to build consumer confidence when people are seeking hearing care. It's very important that people have realistic expectations about hearing instruments and the treatment associated with an effective aural rehabilitation program."



Starkey Laboratories, Inc. headquartered in Minneapolis, Minnesota is a worldwide provider of comprehensive digital hearing systems including custom and standard devices, protection products, instrumentation, and unique business solutions. Founded in 1967, Starkey owns and operates manufacturing and sales facilities in 21 countries, including the Audibel, MicroTech, NuEar, Omni and Qualitone companies. Starkey is the recognized world leader in the design and development of innovative custom digital hearing instruments

