

Starkey Press Release

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

Starkey Laboratories has enhanced its warranty coverage into one comprehensive program designed for a variety of patients' needs.

EDEN PRAIRIE, Minn. – Starkey's new Worry Free Warranty program offers hearing professionals the flexibility to meet all their patients' warranty needs. Whether it's extending an original Starkey warranty, requesting repair only protection, or adding loss and damage coverage, Worry Free coverage allows the hearing professional the ability to offer protection based specific patient needs.

The logo consists of a dark blue rectangular box. Inside the box, the words "WORRY FREE" are written in white, uppercase, sans-serif font. A thin yellow horizontal line is positioned below "WORRY FREE". Below the line, the word "WARRANTY" is written in white, uppercase, sans-serif font.

New warranty coverage is available in four unique programs:

Worry Free Deluxe Loss, Damage and Repair Warranty Protection

This program provides maximum coverage for all necessary repairs caused by internal component failure, accidental damage, plus a one-time replacement for loss, theft, or total destruction. Hearing instruments must be in proper operating condition at the time coverage is requested. This program provides hearing instrument replacements with an equivalent Starkey hearing instrument. Coverage is available for all brands and models of hearing aids.

Worry Free Loss and Damage Warranty Protection

Starkey's second tier of coverage provides a one-time hearing instrument replacement for loss, theft, or total destruction. Hearing instruments must be in proper operating condition at the time coverage is requested. This program provides hearing instrument replacements with an equivalent Starkey hearing instrument. This warranty option is an excellent choice for patients concerned about losing their hearing instruments. Coverage is available for all brands and models of hearing aids.

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Worry Free Repair Warranty Protection

The repair protection plan offers patients coverage for all necessary repairs caused by internal component failure. The only requirement for this warranty is that the hearing instrument(s) are in proper operating condition at the time coverage is requested. Coverage is available for all brands and models of hearing aids.

Worry Free Extended Warranty Protection

This plan is only available for Starkey hearing instruments currently under original warranty coverage. Extended coverage provides protection for all necessary repairs caused by internal component failure, accidental damage, remakes due to fit issue and a one-time hearing instrument replacement for loss, theft or total destruction.

Revenue Generating Opportunities

Because Starkey has enhanced its warranty coverage into four levels of Worry Free protection, it allows hearing professionals the opportunity to set their own pricing based on their specific services and policies. To learn more about the new Worry Free Warranty program and how to incorporate it your practice, please Starkey's Warranty Services division at 800-733-2596 or e-mail warranties@starkey.com.

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