



## FOR IMMEDIATE RELEASE

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### **Starkey Hearing Technologies' SurfLink Mobile Named a CES Innovations 2013 Design and Engineering Award Honoree**

**MINNEAPOLIS, Nov. 13, 2012** – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is proud to announce that it has been named an International CES Innovations 2013 Design and Engineering Awards Honoree for SurfLink<sup>®</sup> Mobile. This is the fifth consecutive year Starkey Hearing Technologies has been an Honoree – having won for AMP<sup>®</sup>, SoundLens<sup>™</sup>, S Series<sup>®</sup> with Sweep<sup>™</sup> Technology and Zōn<sup>™</sup> previously. The CES is the preeminent trade association promoting growth in the consumer technology industry.

SurfLink Mobile is the industry's most unique and versatile cell phone solution. This device enables hands-free cell phone conversations directly through the user's hearing aids. It is also a breakthrough remote microphone, assistive listening device, media streamer and hearing aid remote control – all in one device.

"We are thrilled to be the recipient of an International CES Innovations 2013 Design and Engineering Award," said Jerry Ruzicka, President of Starkey Hearing Technologies. "We are proud to offer SurfLink Mobile as the best cell phone solution for patients in the industry."

The International CES, which is sponsored, produced and managed by the Consumer Electronics Association, is the world's largest consumer electronics trade show. The 2013 International CES will be held Jan. 8-11, 2013 in Las Vegas.

The Innovations entries are judged based on the following criteria:

- Engineering qualities based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

For more information on the CES Innovations 2013 Design and Engineering Awards visit [www.CESweb.org](http://www.CESweb.org).

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**About Starkey® Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minn. 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 3,500 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via four distinct brands – Audibel®, NuEar™, MicroTech™ and its original brand, Starkey. For more information, visit [StarkeyHearingTechnologies.com](http://StarkeyHearingTechnologies.com).

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