



FOR IMMEDIATE RELEASE

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Starkey Hearing Technologies Becomes a Corporate Champion Sponsor of American Tinnitus Association

Facebook Contest in May Offers Chance to Win Xino Tinnitus Devices

MINNEAPOLIS, April 24, 2013 – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is excited to announce it recently became a Corporate Champion sponsor of the American Tinnitus Association (ATA). Founded in 1971, ATA is the nation's foremost organization committed to curing tinnitus, commonly referred to as "ringing in the ears," and has contributed millions of dollars to medical research projects focused on finding a cure.

"Starkey Hearing Technologies understands how important it is to find relief and lasting silence for the millions who suffer from tinnitus, and is excited to support the ATA's commitment to finding a cure for tinnitus and their valuable research efforts," said Chris McCormick, Vice President of Marketing, Starkey Hearing Technologies.

As a Corporate Champion sponsor, Starkey Hearing Technologies receives a [dedicated landing page on ATA.org](#) that highlights Starkey's new tinnitus treatment solution, **Xino Tinnitus**. Starkey Hearing Technologies will also receive special recognition in ATA's publication, *Tinnitus Today* and be featured prominently at ATA events throughout the year.

To highlight this exciting partnership and celebrate Better Hearing and Speech Month, Starkey Hearing Technologies and ATA will be conducting a Facebook contest throughout the month of May. To enter, people need to share their stories on how they or loved ones have been affected by tinnitus. One grand-prize-winner will be selected win a pair of Xino Tinnitus hearing aids that will be fit specifically for him or her. To participate and learn more about the contest, visit www.facebook.com/starkeyhearing

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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 five distinct brands – Audibel, AudioSync, NuEar, MicroTech and its original brand, Starkey. For more information, visit StarkeyHearingTechnologies.com.

About the American Tinnitus Association

The American Tinnitus Association, headquartered in Portland, Ore., is the nation's foremost organization committed to curing tinnitus. For over 40 years, ATA has helped tinnitus patients understand and manage the "ringing in their ears." ATA exists to cure tinnitus through the development of resources that advance tinnitus research. Founded in 1971, ATA has contributed millions of dollars to medical research projects focused on curing tinnitus. The association also provides information on tinnitus to the public and advocates for effective public policies that support its mission of curing tinnitus. ATA.org.

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