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Media Contact: Kendra Klemme
Communications Manager
952.947.4583/kendra_klemme@starkey.com

**Starkey Hearing Technologies'
Hearing Innovation Expo 2012 Deemed a Success**

MINNEAPOLIS, Jan. 12, 2012 – [Starkey Hearing Technologies](http://www.starkey.com), a global leader in hearing healthcare, is excited to announce that its first-ever Hearing Innovation Expo held last week at The Cosmopolitan™ of Las Vegas was a success. It was not only the largest event the organization has ever hosted, but also one of the largest for the hearing care industry as a whole. The Expo hosted 3,000 hearing care professionals and featured an array of world-renowned speakers and educational course options.

“We were energized and inspired by the engagement, interest and excitement at the Hearing Innovation Expo,” said Starkey Hearing Technologies Senior Vice President Brandon Sawalich. “This event was designed to provide content and innovative ideas that hearing care professionals could use immediately, and it achieved that goal. The comments we received were overwhelmingly positive throughout the event regarding the content, the layout and the production.”

The three-day Expo offered more than 45 courses with topics ranging from innovation, technology and trends powering the baby boomers to entrepreneurship and philanthropy. Keynote speakers included Sir Richard Branson; President Bill Clinton; author of *The Steve Jobs Way: iLeadership for a New Generation*, Jay Elliot; entrepreneur and *Apprentice* star, Bill Rancic; body language expert and regular FOX News contributor, Tonya Reiman; baby boomer expert and author, Mary Furlong; and many more. Additionally, Grammy award-winning group Rascal Flatts closed the event as headline entertainer.

Another event highlight was the Concept Office, which showcased a full-scale model of a hearing care office showing professionals how they can differentiate themselves by providing an extraordinary experience for patients. The office included new ear scanning technology for making ear impressions electronically, a Reality Room for fitting and demonstrating new technology, a Connect Hear Room for real-world applications of telehealth, an Aural Rehab room for post-fitting, and finally a Testimonial Room to facilitate digital marketing.

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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.

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