



FOR IMMEDIATE RELEASE

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Starkey Hearing Technologies Wins Edison Award

MINNEAPOLIS, May 6, 2014 – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is proud to announce that **Xino™ Tinnitus** has been honored by the Edison Awards, a global competition for honoring exceptional creativity and ingenuity. Xino Tinnitus was awarded a bronze designation in the **Assistive Devices** category during the Edison Awards Ceremony May 1 in San Francisco, California.

Xino Tinnitus is a small and comfortable in-ear device designed to deliver all-day relief from tinnitus, a perception of sound within the human ear when no actual sound is present. Tinnitus is a debilitating condition that affects an estimated 50 million Americans.

Using Starkey Hearing Technologies' patent-pending Multiflex Tinnitus Technology, Xino Tinnitus creates a customizable and comforting sound stimulus that wearers can fine-tune to soothe the unique, irritating sounds sufferers hear. And because many cases of tinnitus involve hearing loss, Xino Tinnitus features advanced hearing aid technology, as amplification has been shown to help with relief.

Nominees of the Edison Awards were judged by a panel of more than 3,000 leading business executives including previous winners, academics and leaders in the fields of product development, design, engineering, science and medicine. Award winners are recognized for their game-changing advancements around four criteria: Concept, Value, Delivery and Impact. More than a dozen award categories cover a wide range of industries including: Energy and Sustainability, Lifestyle and Social Impact, and Media/Visual Communication.

About the Edison Awards

The Edison Awards, conducted by the non-profit, 501(c)(3) organization Edison Universe, are sponsored by Ipsos and dedicated to fostering future innovators including projects bridging students to industry. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name. For more information about the Edison Awards and its lists of winners, visit www.edisonawards.com.

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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 3,600 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.

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