

Etymotic Custom•Fit Earmold Program Now Available for All Etymotic Earphone Products *Unprecedented listening comfort made easy and affordable.*

ELK GROVE VILLAGE, Ill., June 22, 2010 — Just like fingerprints, our earprints are unique. Through its CUSTOM•FIT earmold program, Etymotic is making it easy and affordable for average consumers to enjoy the same kind of uniquely customized earmolds that musicians and other sound professionals depend on for unequalled sound quality and long hours of listening comfort.

Etymotic invented in-ear technology more than 20 years ago and continues to advance the standards for high-fidelity, noise-isolating listening products. Its CUSTOM•FIT earmold program – offered as an optional upgrade to Etymotic earphone and headset purchasers – delivers the ultimate in personal listening comfort, perfectly crafted for each individual's ears.

The CUSTOM•FIT upgrade program offers custom-matched earmolds to replace the eartips included with Etymotic earphones and headsets. Because the CUSTOM•FIT earmold is an exact replica of an individual's own ear, it provides the best seal for impeccable sound quality and the highest degree of comfort imaginable.

"In the past, enjoying a personalized earmold meant the hassle of finding your own audiologist and earmold laboratory, plus considerable expense – to the point where only serious musicians, sound engineers and other professionals could justify it," said Mark Karnes, managing director of consumer products at Etymotic. "Etymotic's innovative CUSTOM•FIT program streamlines and simplifies this process, and at \$100 per Etymotic product, it is incredibly affordable. It puts the definitive standard in personal listening comfort and quality within easy reach of nearly anyone. Once you've experienced the difference of a customized earmold, you can't imagine using anything else."

The CUSTOM•FIT process

People who purchase a qualifying Etymotic earphone, earphone + headset or Bluetooth® wireless headset receive a voucher for a free impression of their ears by a skilled, authorized audiologist. To begin the CUSTOM•FIT process, customers can visit etymotic.com/customfit. Entering in or clicking on the country and adding the postal code narrows the search to the nearest audiologist, who can then be contacted to schedule an ear impression appointment. The impression process typically takes 20 to 25 minutes.

The audiologist sends the earmold impressions to ACS Custom, a highly specialized earmold laboratory. Making the soft silicone CUSTOM•FIT earmolds takes approximately 2 to 3 weeks. ACS Custom retains files of the impressions, so if customers want earmolds for additional Etymotic earphone or headphone products, they can order them without further ear impression appointments.

Customers receive an email message notifying them when the CUSTOM•FIT molds are ready to ship. When the CUSTOM•FIT earmolds arrive, they can be placed on the specific Etymotic earphone or headset they were designed for and are ready to deliver a supremely comfortable listening experience.

CUSTOM•FIT program availability and pricing

Etymotic's CUSTOM•FIT earmold program is available July 1, 2010, by going to the etymotic.com/customfit registration page on Etymotic's website. The CUSTOM•FIT program is currently available in 44 states in the U.S., two provinces in Canada and 16 countries around the world, with more network impression experts expected to be added every month.

The CUSTOM•FIT earmolds cost approximately US \$100 per Etymotic product. Customers who purchase an etyBLU2™ or ETY•COM headset can specify two left ear, two right ear, or one left and one right ear earmold. Delivery takes approximately 2 to 3 weeks, and the CUSTOM•FIT earmolds carry a 1-year warranty.

About ACS Custom

Etymotic Research has partnered with Advanced Communication Solutions Ltd. (ACS Custom) as the provider of its custom earmold program. Renowned for its bespoke soft silicone ear products, ACS Custom is a UK-based company with otoplastics laboratories around the globe. ACS Custom can satisfy customers with products that meet a consistently high standard of quality and fit. Guided by a desire for excellence, the company offers an enviable level of personal service that remains today as one of the company's core values. For more information about ACS Custom and its products, please visit www.acscustom.com.

About Etymotic Research

Etymotic, an innovator in personal listening and communications and the inventor of in-ear technology, designs and manufactures products that measure, improve and protect hearing. For more than 25 years, Etymotic has remained the world leader in high-fidelity, noise-isolating, in-ear technology. Chicago-based Etymotic Research creates products used by musicians and others who insist on superior sound quality, as well as for consumers for use with their iPod®, iPhone®, iPad™ and other mobile digital devices. For more information about Etymotic and its products, please visit www.etymoticresearch.com

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