

## **Etymotic Expands CUSTOM•FIT Program for Hearing Protection and Earphone Products**

*Etymotic Partners with ACS and Microsonic to Add More Than 1,000 Audiologists to Take Custom Ear Impressions*

**CHICAGO - April 6, 2011:** — Etymotic Research ([www.etymotic.com](http://www.etymotic.com)), an innovator in hearing wellness solutions and the inventor of in-ear technology, today announced the expansion of its CUSTOM•FIT network of authorized custom ear impression centers through its partnerships with Advanced Communications Systems (ACS Custom), Ltd and Microsonic. Designed to provide unprecedented fit and comfort, custom earmolds enhance any of the company's earphones and in-ear headsets by making the product completely personalized to the user's ear. With this new expansion, more than 1,000 audiologists will be added to take custom ear canal impressions. As a result, over 80 percent of the U.S. population is within 25 miles of an authorized CUSTOM•FIT center.

Etymotic already partners with Advanced Communications Systems, Ltd. (ACS Custom) and has signed on a new partner – Microsonic – to expand their network of audiologists, speed time-to-delivery of custom earmolds, and increase convenience for the consumer. Etymotic has also launched a new website, complete with a network audiologist locator and interactive partner page at [www.etymotic.com/customfit](http://www.etymotic.com/customfit).

"Until recently, custom hearing protection and earphones were available only to professional musicians and at extremely high costs," said Mark Karnes, managing director of consumer products at Etymotic. "Our CUSTOM•FIT program provides an opportunity for music lovers to have a custom experience at a reasonable cost. And now we are making the experience more convenient than ever."

By adding CUSTOM•FIT earmolds to Etymotic's earphones and headsets, music lovers can enjoy complete comfort during extended listening, exercise and travel. With a custom, secure fit designed specifically for each individual ear, users enjoy high noise isolation and superior sound quality at lower (safer) levels. Etymotic's custom earmolds are priced at \$100 and come with a one-year guarantee.

### ***How Does It Work?***

Etymotic customers must register their product on the Etymotic website to receive their CUSTOM•FIT voucher and to use their zip code to locate the nearest authorized audiologist within the CUSTOM•FIT network. The audiologist will make an impression of the ear canal using silicone material. The process takes less than 10 minutes. Ear impressions are sent to a partner lab and customers typically receive their personalized earmolds within 2-4 weeks.

### **About ACS**

Renowned for its custom 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](http://www.acscustom.com).

### **About Microsonic**

Microsonic is widely recognized as one of the world's leading full service earmold laboratories. Established in 1964, and headquartered in the United States, Microsonic continues to set high standards providing quality service, craftsmanship, products and materials. With its focus on quality, Microsonic is continually researching, testing and developing new ideas. Microsonic is a leading manufacturer of custom earmolds made with laser technology. Decades of custom earmold manufacturing experience have been transferred into the Micro-Fit™ process which provides high accuracy 3D scanning technology.

## **About Etymotic**

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. The original inventory of in-ear technology, Etymotic Research has remained the world leader in high fidelity, and noise isolating in-ear technology.

Etymotic Research is leading the way through all of its company efforts to educate, advocate, protect, enhance and provide the enjoyment of the listening experience for consumers at all ages and stages of life worldwide.

For more information about Etymotic, its hearing wellness mission, and its products, please visit [www.etymotic.com](http://www.etymotic.com)

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