

ETYMOTIC

"true to the ear"

61 Martin Lane
Elk Grove Village, IL 60007
847.228.0006
888.389.6684
www.etymotic.com

ETYMOTIC AT BLOGHER '11: YOUR FAMILY'S HEARING WELLNESS PARTNER

ETY•Kids™ Safe-Listening Earphones to Debut

ETY•Plugs High-Fidelity Hearing Protection Giveaway at Etymotic Booth #530

SAN DIEGO — August 3, 2011 — Your family's hearing matters. At BlogHer 2011, **Etymotic Research** will debut the latest advancements in family hearing wellness – ETY•Kids™ Safe-Listening Earphones. ETY•Kids, designed to help parents manage the hearing health of their children, will be available for purchase in early October on Amazon.com, Etymotic.com and at retail locations nationwide. Etymotic is located in booth #530.

Etymotic will also be showing ETY•Plugs, the world's highest fidelity earplugs, in its booth and giving away samples. For anyone who plays in a band, enjoys seeing live music or works in a noisy environment, ETY•Plugs provide hearing protection without sacrificing sound quality or awareness of their surroundings.

ETY•Kids Safe-Listening Earphones are engineered for safe sound output, while maintaining Etymotic's superior sound quality. By controlling earphone sensitivity, it is not necessary to restrict the volume on the player. Sound heard through ETY•Kids earphones will not exceed safe levels, when used with today's popular portable players, so parents can rest easy.

"Hearing loss is a real public health concern with approximately 17 percent of American adults reporting some hearing loss. And with the exploding popularity of digital music players and personal gaming systems used by children and young adults, the problem is anticipated to become worse," said Dr. Gail Gudmundsen, managing director of audiology at Etymotic Research. "With ETY•Kids earphones and ETY•Plugs, parents who want to limit their family's exposure to damaging sound, but are unsure how much is too much, can be assured that they are doing their best to protect the whole family's hearing health."

Listeners of *all* ages turn up the volume to block out noise, but ETY•Kids earphones block outside sound naturally by sealing the ears.

- Operates with any audio system that takes a 3.5 mm plug
- Clear, high-definition speech and music reproduction
- Eartips in different sizes ensure a seal to block outside sound
- MSRP: \$49 for the earphone only model and \$79 for the headset+earphones model with mic and 3-button control which is compatible with Apple products

Etymotic will also be offering a free pair of ETY•Plugs when you pre-order ETY•Kids earphones.

Visit www.etymotic.com/etykidspromo for additional details and to pre-order.

About Etymotic

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. For more information about Etymotic, its hearing wellness mission and its products, please visit www.etymotic.com.

For a complete list of authorized Etymotic dealers visit: <http://www.etymotic.com/dealerlocator/>

Media contacts:

Liora Bram
Media Strategies
617-202-9854
lbram@msipr.com

Cheryl Delgreco
Media Strategies
617-723-4004
cdelgreco@msipr.com