

ETYMOTIC

"true to the ear"

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

ETYMOTIC DEBUTS GUNSPORT•PRO HIGH-DEFINITION ELECTRONIC EARPLUGS

Gun Sport Enthusiasts, Hunters and Guides Can Protect Hearing While Staying Aware of Their Surroundings

CHICAGO — August 22, 2011 — **Etymotic Research**, an innovator in hearing wellness solutions, today announced the launch of the GunSport•PRO line of high-definition electronic earplugs. Designed for gun sport enthusiasts, hunters, guides and professional shooters, the GunSport•PRO allows users to hear their surroundings naturally, while also protecting their ears from sudden, loud blasts. The GunSport•PRO is priced at \$449 and will be available for purchase at Etymotic.com, Amazon.com, Etymotic's network of hearing solution providers and select retailers and gun specialty stores. Like all Etymotic hearing protection products, the GunSport•PRO can be customized through the company's CUSTOM•FIT program for personalized earmolds that provide a secure, comfortable fit.

GunSport•PROs are unique electronic earplugs that allow users to hear naturally as if nothing is in their ears, but protect against hearing damage caused by sudden impulse noise such as blasts from firearms. An advanced integrated circuit and wide bandwidth improve listening clarity and allow wearers to hear their surroundings, either naturally or amplified, but protect their ears from sudden blasts when there isn't time to insert earplugs. The dual-mode switch of the GunSport•PRO selects natural hearing plus blast protection or enhancement of soft sounds plus blast protection.

"Whether it is at the range or in the field, gun sport enthusiasts must balance the need to protect their hearing with the need to be aware of their surroundings," said Dr. Gail Gudmundsen, managing director of audiology at Etymotic. "With the GunSport•PRO, we are bringing the highest level of hearing protection and sound accuracy to the sports shooter market by providing clear, undistorted awareness of surroundings, amplified sound when desired and blast protection at all times."

The GunSport•PRO product is an extension of the original BlastPLG™ Earplugs developed by Etymotic Research to improve situational awareness and mitigate hearing loss in deployed military personnel. Etymotic's BlastPLG Earplugs were honored with a Design and Engineering Innovations Award in the Health and Wellness category at the 2011 Consumer Electronics Show. Etymotic Research also received the prestigious 2010 Safe-in-Sound Award for decades of innovation in hearing loss prevention from the National Institute of Occupational Safety and Health (NIOSH) and the National Hearing Conservation Association.

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 worldwide. 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