

ETYMÖTIC

"true to the ear"

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ETYMOTIC TO DEBUT ETY·Kids™ SAFE-LISTENING EARPHONES AT IFA IN HALL 17, BOOTH 106

BERLIN — September 1, 2011 — Etymotic Research will debut their latest advancements in family hearing wellness – ETY·Kids™ Safe-Listening Earphones at IFA, September 2-7 in Berlin, hall 17, booth 106. ETY·Kids are designed to help parents manage the hearing health of their children and will be available for purchase in early October on Amazon, Etymotic.com and at retail locations nationwide. Amazon will be taking pre-orders for ETY·Kids beginning in early September. Like all Etymotic hearing protection products, ETY·Kids can be customized through the company's CUSTOM-FIT program for personalized earmolds that provide a secure, comfortable fit.

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 setting 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 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 Mark Karnes, managing director of consumer electronics and representing Etymotic at IFA. "With ETY·Kids earphones, 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 family's hearing health. ETY·Kids earphones are also appropriate for anyone with heightened sensitivity to loud sound from music players."

ETY·Kids earphones both block outside sound and limit the volume coming through the earphones. ETY·Kids earphones' unique ACCU-Chamber™ technology acts as a 3-band equalizer to enhance response accuracy and smooth harmful response peaks.

- Operates with any audio player that takes a 3.5 mm plug
- Clear, high-definition music reproduction
- Medical-grade eartips in various sizes ensure a seal to block outside noise
- MSRP: \$49 for the earphone-only model and \$79 for the headset+earphones model with mic and 3-button control, compatible with Apple products

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.

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