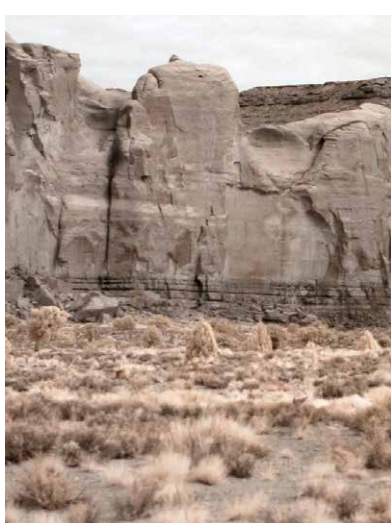
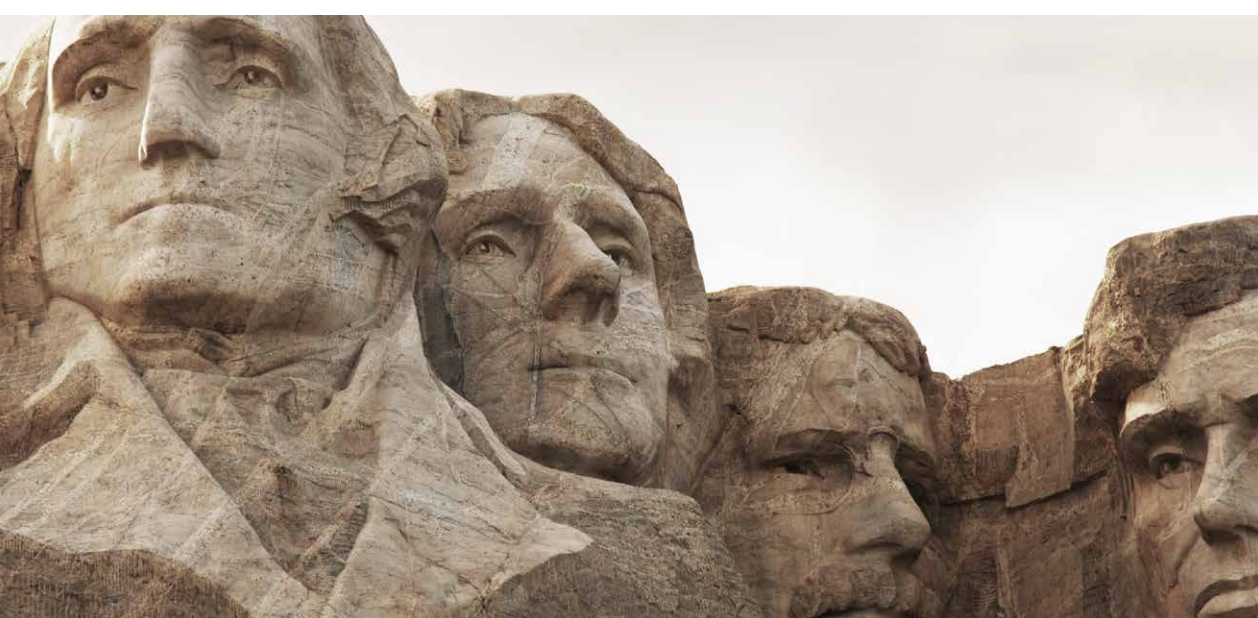
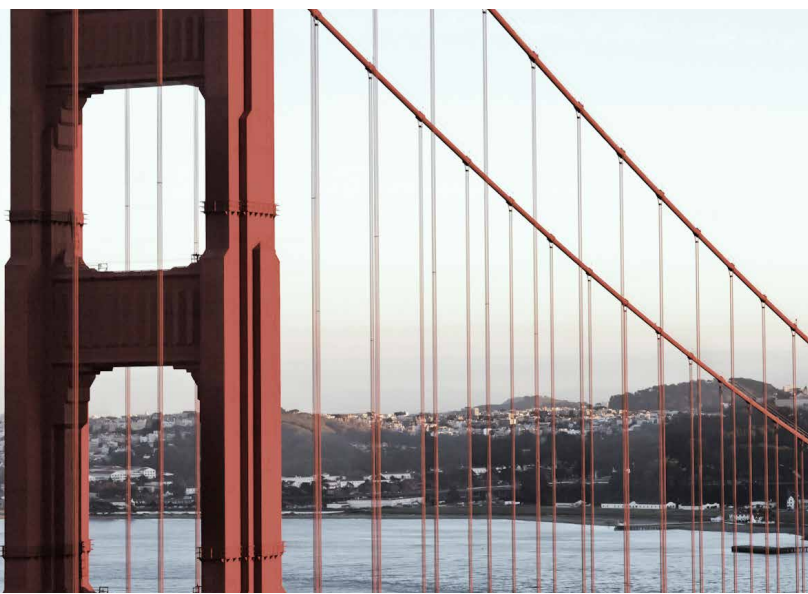


American.

Hearing.

Excellence.







# YOU'RE IN THE RIGHT PLACE.

Walk into any Audibel office across the country and you'll experience something that's becoming more rare every day. You'll experience a healthcare practice where care and service drive everything we do. Where people come first. And everybody here shares a common goal: to help our patients hear their very best.

Walk into any Audibel office and you'll experience it right away. And when you do, you'll know you're in the right place.

## THE ATLANTA CLUB.

It wasn't long ago that a small group of hearing professionals — and one hearing technology pioneer — decided to form a network unlike any other. Later known as “The Atlanta Club,” these nearly three dozen hearing healthcare experts wanted to create an exclusive network dedicated to delivering American Hearing Excellence to every person who walked through their doors.

In October 2000, the group helped form that exclusive network and named it Audibel. Built on the same ideals that make families strong — honesty, compassion, and an innate resolve to answer any call for help — it didn't take long for the initial 32 to become 75, then 250, then 800 practices strong.

ATLANTA

“ Built on the same ideals that make families strong. ”

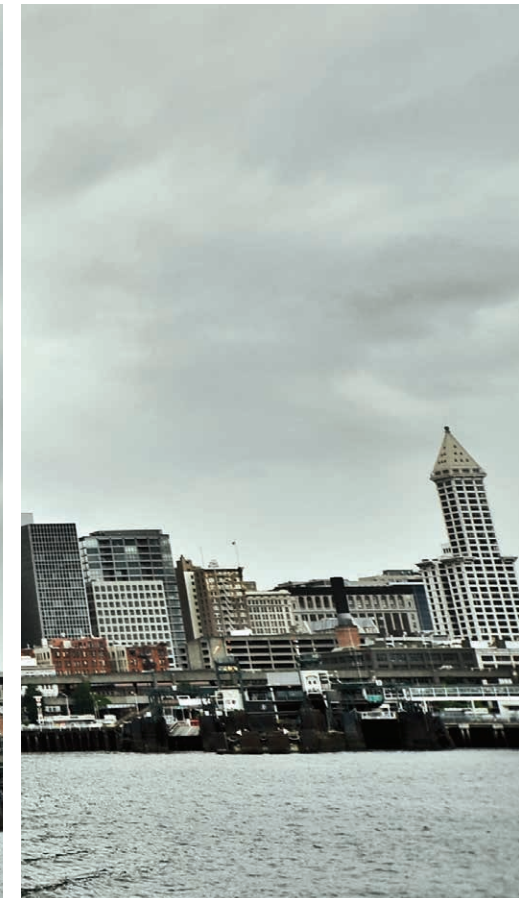


Today, you'll find over 1,000 Audibel offices across the country. So, no matter which practice you visit anywhere in the U.S., you can be sure you'll get the care, attention and technology needed to advance better hearing – you can be sure you'll experience **American Hearing Excellence.**



**TODAY**

1000+ Practices





# AUDIBEL MILESTONES



Bill Austin starts the Starkey Hearing Foundation, which, by 2011, has given over one million people in need the gift of hearing.



Audibel opens its 1,000<sup>th</sup> office.



The LX,<sup>™</sup> Audibel's completely redesigned hearing aid, wins more than a dozen design and consumer electronics awards.



Audibel releases the first truly wireless family of hearing aids that enables wearers to stream their favorite media directly to their hearing aids without an extra attachment.

1978

2005

2008

2011

1971

Bill Austin forms Starkey Laboratories, which will eventually go on to become Starkey Hearing Technologies.



2000

The Atlanta Club and Bill Austin join forces to create the Audibel Network.



2006

Audibel releases the first digital hearing aid to virtually eliminate feedback.



2010

Audibel introduces Invisibel,<sup>™</sup> the industry's first custom invisible hearing aid.



2012

Introduction of revolutionary SurfLink<sup>®</sup> Mobile accessory lets wireless hearing aid wearers enjoy hands-free cell phone conversations.







**AMERICAN.  
HEARING.  
EXCELLENCE.™**

It's what sets Audibel apart





# AMERICAN.

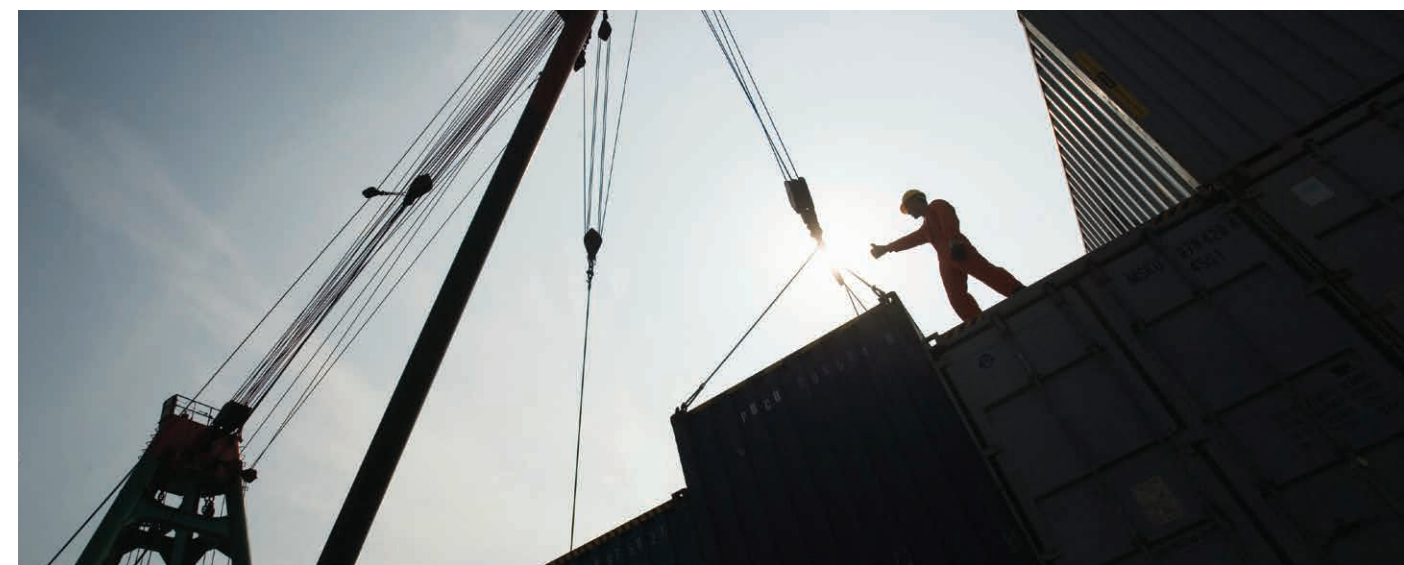
It's what we are

Audibel is a Starkey Hearing Technologies brand. Recognized across the globe as a premier provider of hearing healthcare, Starkey Hearing Technologies is the only major manufacturer that is privately held and **American-owned** in its industry.

What started in Atlanta soon spread across the country. From Minneapolis to Memphis, Pittsburgh to Portland, St. Petersburg to Sun City, Audibel became an American success story.



Audibel's success is a testament to good old-fashioned American values. **All the things that make America great are what make Audibel thrive:** People who work tirelessly to improve every life they touch, products built by hand and powered by innovation, rock-steady performance, an attention to detail, and the selfless determination to always pay it forward.







# HEARING.

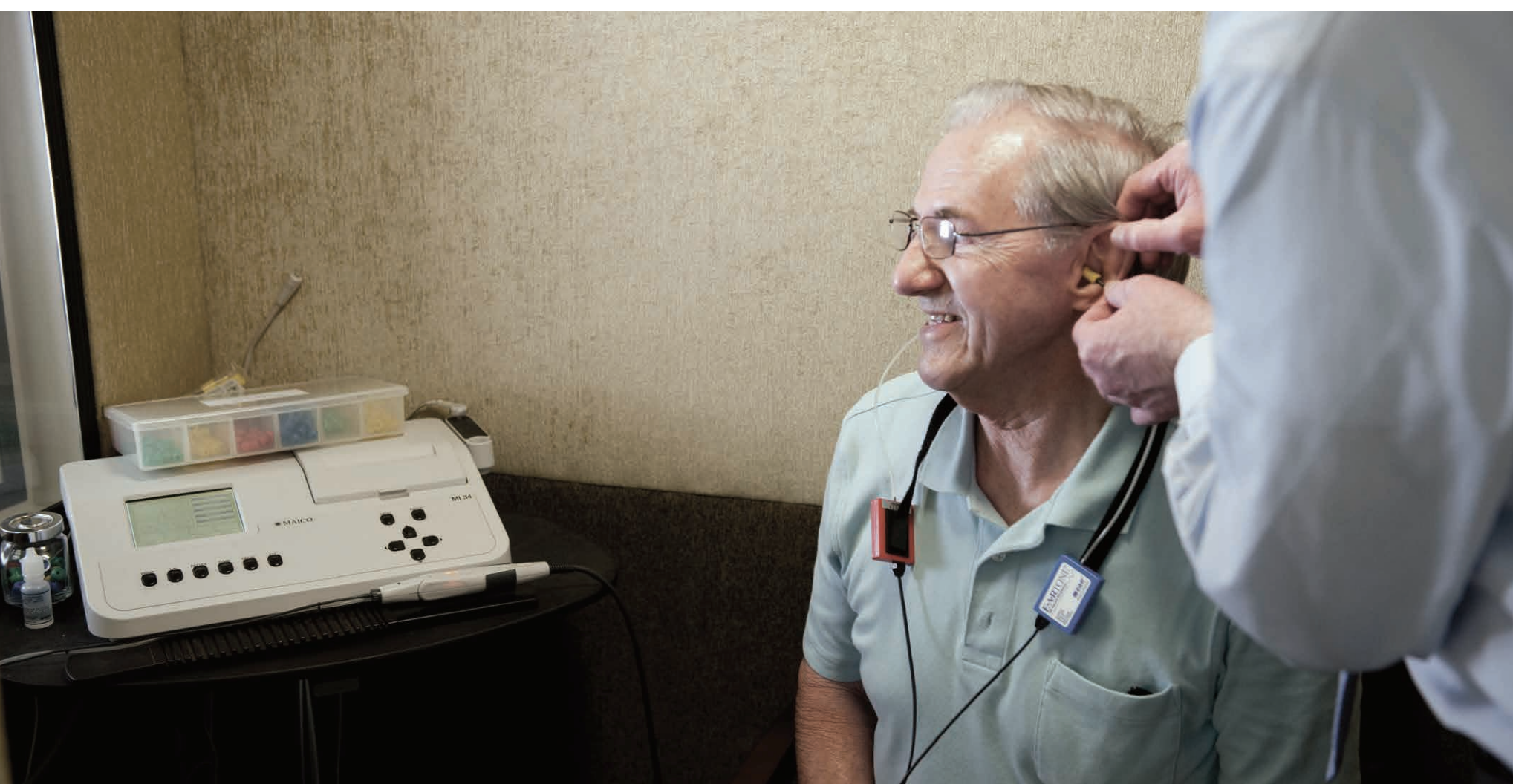
It's all we do

At Audibel, we know the importance hearing plays in people's quality of life. Whether it's being enchanted by the coo of a baby, enthralled by the refrain of a favorite song, or even enlightened by the honking of a horn, hearing connects, informs and engages us with the world.

We know the importance of hearing because we see how it impacts people every day. At Audibel, helping people hear better is all we do. It's all we've ever done. At Audibel, hearing is our passion, our focus and our purpose.



Only hearing professionals who've demonstrated an expertise in hearing healthcare, a passion for helping, and a proven track record of service excellence are chosen to join the Audibel network. Meaning, when you walk into an Audibel office, you can rest assured **your hearing is in good hands.**







## EXCELLENCE.

It's how better hearing happens

Better hearing isn't something you can buy online or from a mail-order catalog. Better hearing is personal. It's as unique as each individual. Which is why better hearing can only be achieved when the best science, technology and expertise all come together to solve each person's unique challenges face-to-face and patient-to-professional. The way we do it at Audibel.





## WE GO TO GREAT LENGTHS TO ENSURE EXCELLENCE IS IN EVERYTHING WE DO.

Our cutting-edge research team gives us better insight into how the brain and ears interact. Our state-of-the-art equipment allows us to precisely measure and diagnose each individual's hearing loss. Our revolutionary hearing aid technology enables us to give our patients advanced

solutions that fit their needs and outperform their expectations. Most importantly, our experienced and dedicated hearing professionals provide the attention, care and lifelong service excellence needed to make a real and lasting difference.





Dear [Name],

I wanted to write this letter to thank the makers of the Sibelius digital hearing aid. My other hearing aid was broken and I had to go to the hearing center to get a new one. I was very nervous because I had never been to a hearing center before. The staff was very friendly and helpful. They explained the hearing aid to me and showed me how to use it. I was able to hear everything again and I was so happy. I am now able to hear the everyday noises that I have been missing for a very long time. Thank you for making such a wonderful product. I really appreciate all the technology that went into making such a unique instrument and being able to hear the everyday noises that I have been missing for a very long time.

Thank You,  
Janelle H.



“ I had a very bad experience with another hearing center, but Audibel has renewed my faith in people. Congratulations on a wonderful product and for having wonderful people represent you. I am 95 years old and Audibel has aided my quality of life. ”

Liana F.

“ I really appreciate all the technology that went into making such a unique instrument and being able to hear the everyday noises that I have been missing for a very long time. ”

Janelle H.

“ Our Audibel practitioner took the time to explain the hearing problem my brother had and his level of hearing loss. He spent over an hour with us, and I must say, did an excellent job. You can be sure we will recommend him to all our friends. Audibel has a special asset in him. ”

John F.

“ They are so concerned about their patients and want everything to be just right. Wanted you to know how much we appreciate them. ”

Charles L.

Dear [Name],

I am writing to you to let you know how much we appreciate you. You are a wonderful person and we are so glad to have you as a patient. We are so concerned about our patients and want everything to be just right. We want you to know how much we appreciate you.

Thank You,  
Charles L.

“ Just wanted to let you know you are supplying a wonderful product! What a difference it has made to my lifestyle: not only am I able to be a part of social activities again, I am no longer embarrassed about my hearing. ”

Robin M.







## GIVING THE GIFT OF HEARING.

As a Starkey Hearing Technologies brand, Audibel is proud to support the Starkey Hearing Foundation, the globally recognized charity organization whose mission is to give the gift of hearing to people in need throughout the world. To date, over one million people have received free hearing aids thanks to the Starkey Hearing Foundation — and people like you.

When you get an Audibel hearing aid, you're not only changing your life for the better, you're helping to improve — in some small way — the lives of millions of people in need.





## YOU MADE THE RIGHT CHOICE.

Whether it's the green rug, the welcoming smile, the freshly brewed coffee, or the comforting aroma of cookies baking, when you walk into any Audibel office across the country, you'll know you're in the right place.

And when you're rewarded with the exceptional service, the perfectly fit solutions and the American Hearing Excellence that only Audibel can deliver, you'll know something else, too — that you made the right choice.







“ Once you fit a hearing aid and you’ve changed someone’s life, there is no greater thing on earth that you could find a career to do. ”

Scott Austin  
Audibel Hearing Professional  
Portland, OR



“ We consider ourselves a modern Mom and Pop operation. We take people into our lives as if they are our family. ”

Kimballi Andreozzi-Startz  
Audibel Hearing Professional  
Groton, CT



“ I guess you don’t realize how good something can really be until you experience it. ”

Mike Wheeler  
Audibel Hearing Professional  
Seminole, FL



“ We want our patients to feel like they’re part of the family...they know us on a first-name basis. ”

Lane Hait  
Audibel Hearing Professional  
Lexington, KY

“ IT’S NOT ABOUT THE BOTTOM LINE —

IT’S ABOUT TAKING CARE OF THE PATIENT. ”

Thomas Guillot  
Audibel Hearing Professional  
Central & North Florida







