

StartupFactory, LLC

6700 Liggett Dr. • Oakland, CA 94611 • (510) 238-0800

www.startupfactory.co

FOR IMMEDIATE RELEASE

StartupFactory, LLC implements high impact presence for VARTA Microbattery at AudiologyNOW!, 2012

San Francisco, Calif., 03-27-2012 – StartupFactory, LLC, a strategic communications firm specializing in early stage technology businesses, announced today that they have completed the final steps for rolling out their “high impact presence” for VARTA Microbattery at AudiologyNOW! 2012. AudiologyNOW! is sponsored by the American Academy of Audiology, and is the premier marketing and educational event for hearing health care professionals throughout North America. The symposium is held this year in Boston, MA, 03-27 through 03-30-2012.

High impact presence at AudiologyNOW!, 2012

“AudiologyNOW! is the premier event for audiology products marketers across North America, and success for VARTA here depends on a solid strategy and flawless execution”, states Robert Goldberg, president and founder at StartupFactory, LLC. “We have taken an integrated, multi-pronged approach that combines pre-show PR, a well staged introduction of the new mercury-free hearing aid battery line, collateral material designed specifically for the symposium, a stunning new 20’x60’ booth, press conference, and a special performance by our perennial favorite, magician Chris Hannibal” continues Mr. Goldberg. Well attended by recent audiology school graduates, AudiologyNOW! provides a special opportunity for hearing device manufacturers to initiate brand building efforts with new practitioners. The desire is to build brand awareness with hearing health care professionals early in their careers. Power one hopes to both develop and leverage these relationships and teach practitioners how to make hearing aid battery sales a profitable revenue source within their practice.

About StartupFactory, LLC

StartupFactory, LLC (www.startupfactory.co) provides the strategic marketing services required by the new and early stage business. The company delivers sharply focused guidance specifically targeting the “marketing strategy and infrastructure” needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers’ brand and create or increase market awareness.

About Power One & VARTA Microbattery GmbH

VARTA Microbattery, headquartered in Ellwangen, Germany, is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. VARTA develops and produces batteries comprising many electrochemical systems and cell geometries. Hearing aid batteries from Power One (a VARTA Microbattery company) come from a long tradition of quality, and are among the world’s top-selling batteries. The reasons for their extraordinary success is a result of how the products combine the highest quality and reliability, extremely long life and maximum comfort.

Media contacts:

Mr. Earle Speranza

StartupFactory, LLC

earle@startupfactory.co

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