

## **Eargo Reinvents the Hearing Aid, Again!**

*Eargo Max, "The Best Invisible Hearing Aid on the Planet," Available Today*

**Mountain View, Calif. - Jan. 09, 2018 /PRNewswire/** - Eargo, the award-winning, direct-to-consumer hearing technology company, today announced the launch of Eargo Max, their best hearing aid yet. The invisible and insanely comfortable hearing devices are designed for the millions of Americans experiencing mild to moderate hearing loss but have put off searching for a solution due to stigma and a "broken" distribution model that hasn't changed for decades.

Eargo Max is designed with an all-new chip set and operating system for maximum audio fidelity along with their best noise reduction yet. Plus, Eargo Max is supplied with Flexi Domes that eliminate feedback and increase gain while preserving speech clarity. Overall, Eargo Max provides maximum performance with better sound quality in any type of environment (e.g. noisy restaurants, packed football stadiums, the roar inside a lion's mouth, etc). The newest addition to the Eargo lineup also retains the features Eargo has become renown for, namely comfort, invisibility, rechargeability and ease of use.

Each hearing aid also comes with sound profile memory and voice indicators that make Eargo Max even easier to use than its predecessor. The rechargeable feature of the product will save consumers from the frustration of changing batteries and hundreds of dollars in cost. Not to mention, being friendly to the environment.

"We asked our customers how can we make Eargo even better? With their help we developed Eargo Max, the best invisible hearing aid on the planet," said Christian Gormsen, Eargo's CEO. "We're proud of our latest creation but not spending any time patting ourselves on the back. There's too much to do and we're just getting started."

Eargo provides world-class support to clients transitioning to their insanely comfortable, virtually invisible hearing aids with the help of a team of licensed personal hearing guides. The company is backed by a strong group of investors (including NEA, The Nan Fung Group, Maveron, Charles and Helen Schwab) who continue to invest their time, money and resources into helping Eargo shift the hearing health industry.

### **Eargo Max Pricing and Availability**

Eargo Max is available for purchase online at [eargo.com](http://eargo.com) or by phone at 1-800-61-EARGO. The Eargo hearing system is regularly priced at \$2,500 but currently available for a limited time at the introductory price of \$2,250. Financing is available for as low as \$104 a month. Each purchase of an Eargo hearing aid comes with a 45-day money back guarantee, one-year warranty and ongoing support by Eargo's licensed hearing professionals. Eargo Max is only available in the United States.

## **About Eargo**

Eargo is on a mission to revolutionize the hearing health industry. The company believes that hearing technologies should feel natural, work in harmony with the ear, and fit the wearer's lifestyle, not the other way around. Eargo believes that caring for your hearing health should not come at the expense of your lifestyle or appearance. The company's direct-to-consumer model allows its team of licensed personal hearing professionals to sell and support the Class I, FDA-cleared medical devices at a more affordable rate than traditional providers, allowing Eargo to enhance more lives through better hearing.