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**For Immediate Release:**

**FRONTROW™ LASSO 530IR CLASSROOM AMPLIFICATION SOLUTION  
RECEIVES NEW ENERGYSTAR® VERSION 2.0 CERTIFICATION**  
*FrontRow Lasso is the First Classroom Amplification Solution to receive EnergyStar  
Certification under the new Version 2.0 Specifications*

PETALUMA, CA, February 24, 2011 - FrontRow, a leading developer of classroom sound amplification systems announced today that the FrontRow Lasso 530IR has received EnergyStar certification under the new Version 2.0 specifications which went into effect on July 30, 2010. The FrontRow Lasso is the first classroom amplification solution of all current offerings on the market to achieve EnergyStar certification under the new, more stringent guidelines.

As part of the new specification for Audio/Video product certification, EnergyStar established On mode and Sleep mode power consumption requirements which necessitates that an Auto Power Down feature is enabled by default. Furthermore, EnergyStar now requires that all partners have a third-party laboratory test, verify and issue the report of compliance. The FrontRow Lasso is the first classroom amplification solution to receive EnergyStar certification under the new provisions.

“As part of FrontRow’s mission to provide high quality classroom sound solutions, we are also highly concerned about long term end user costs such as power consumption,” says Jens Holstebro, President of FrontRow. “Being the first to obtain the new EnergyStar certification in our market is a testament to our dedication to offer both cost saving solutions and environmentally sustainable products.”

For more information about the new EnergyStar requirements, visit [www.energystar.gov](http://www.energystar.gov). For more information about the FrontRow Lasso, or any other FrontRow products and services, please visit [www.gofrontrow.com](http://www.gofrontrow.com) or call 800-227-0735 in the US and 800-340-9894 in Canada.

**About FRONTROW**

*FRONTROW is a division of Phonic Ear — whose wireless technology has helped build more engaging learning environments since the mid-1960s. The FRONTROW division has focused on using classroom amplification*

*(soundfield) technology to improve students' listening success — resulting in better behavior, comprehension, test scores, and teacher vocal health. FrontRow is part of the William Demant Group, founded in 1904 as a hearing aid company. Listed on the Copenhagen Stock Exchange (CSE3247), William Demant comprises a group of international companies that develop, manufacture, and sell innovative and highly advanced technological solutions in the hearing healthcare and educational field. Through 45 Group companies located in over 20 countries, consolidated group sales exceed US\$1 billion. For more information, please visit <http://www.gofrontrow.com>.*

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