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**U.S. Food and Drug Administration Clears FrontRow
classroom amplification Systems for Classroom communication**

First time clearance based on compelling evidence that FrontRow's technology improves classroom communication

PETALUMA, Calif. – June 8, 2005– FrontRow has received U.S. Food and Drug Administration (FDA) clearance for medical devices that improve speech intelligibility in classrooms for hearing impaired and normal hearing children and adolescents. This clearance designates FrontRow's Front Row classroom amplification Systems design, which clarifies and amplifies a teachers' voice, as a safe and effective means for improving speech intelligibility. FrontRow is the first and only wireless technology developer to earn this clearance for these systems.

Classrooms are acoustically hostile environments; noise echoes off uncarpeted floors, high ceilings, windows and hard desks intensifying the noise of active grade-schoolers. FrontRow's Front Row classroom amplification Systems compensates for these problems, gently amplifying and clarifying teachers' and students' voices, essentially giving every student a front row seat. The system includes a small, lightweight wireless microphone for the teacher, one to four small speakers and a handheld pass-around microphone for the students.

"Common sense says that students who hear more clearly learn better. On any given day, nearly 43% of elementary school children may fail a hearing test, making classroom voice amplification and clarification systems as important as the lights and pencils," says Rick Pimentel, president, FrontRow. "The FDA's clearance validates the importance of these systems in the lives of our teachers and students."

FrontRow's two decades of research has proven that its technology improves classroom communication. Improvements were seen in student comprehension, attention, test scores and behavior.

In addition to improving children's listening skills, Front Row Active Learning Systems could also be a relief on school budgets: U.S. schools may lose as much as \$2.5 billion annually in sick leave for teachers with vocal problems, according to the University of Iowa's National Center for Voice and Speech. Half of all teachers may experience voice strain at some point in their career. By using Front Row, teachers no longer have to raise their voices to be heard and can teach from any place in the classroom, confident that every student can hear clearly.

A Front Row Active Learning System can be easily installed in a class room for \$840-\$1500, nearly the same cost as a computer, making teaching more enjoyable for teachers and learning easier for all students. Because Front Row results in improved learning, it is an important, cost efficient tool for schools anxious to comply with the 'No Child Left Behind Act.' Headquartered in Petaluma, California, FrontRow's wireless classroom products are significantly improving academic performance and assisting teachers in over 60 countries and tens of thousands of classrooms worldwide. Since its inception in 1963, Phonic Ear has helped people understand each other better in classrooms, stadiums, theaters, cinemas, and other public facilities worldwide. Today, it is the world's largest manufacturer of hearing systems. For more information, please visit www.phonicear.com or call 800-227-0735.

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