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**For Immediate Release:**

**FRONTROW™ INCREASES DEPTH IN SALES, MARKETING AND CUSTOMER CARE TEAMS WITHIN THE EDUCATION TECHNOLOGY MARKET**

*Nine new FrontRow team members added since October 2010 to support and expand presence in the Americas, Europe, and Asia*

PETALUMA, CA, February 1, 2011 - FrontRow, a leading developer of classroom sound amplification systems announced today the addition of nine new team members to support the increased need and demand for amplification solutions in K-12 classrooms. New staff will develop and foster expansion in the Americas, Europe, and Asia.

“As an increasing number of studies show, clear amplified sound in the classroom is one of the few pieces of the education technology puzzle that is statistically proven to increase student comprehension and achievement for both special needs and general education students,” says Jens Holstebro, President of FrontRow. “Therefore, in order to support the growing popularity and need for quality classroom sound, we are expanding our own ability to serve our educators and business partners alike.”

Since October of 2010, FrontRow has added nine new team members in the sales, marketing and customer care departments with additional hires expected throughout 2011. New team members to date include:

**North American Sales:**

Leanne Duncan – Regional Sales Manager, Canada: Covering BC, SK, MB and the Yukon, Leanne brings a variety of education sales and account management experience from organizations such as HP and Apple.

Bob Hayes – Regional Sales Manager, Canada: Covering AB, NWT and First Nations, Bob has spent the past 17 years focusing on education technology efforts with Pearson.

Nicole Rausch – Regional Sales Manager, US: Covering the US Western Regions, Nicole has extensive experience in the education technology market through Hitachi and RevoLabs and brings a strong background in channel and end user sales.

Kyle Fitchman – Regional Sales Manager, US: Covering the US North East Regions, Kyle brings long-term experience in education from the Mind Research Institute, Learning Express and Sally Ride.

Mark Turner – Regional Sales Manager, US: Covering the US Mid Atlantic Regions, Mark has previously focused on selling services to the K-12 education markets with the Cummings Corporation and Aramark.

**International Sales:**

Jim Marsee – Director of International Sales: Based in Miami, FL, Jim will be expanding efforts in Europe and South America. Jim has previously focused on complex international government projects with design manufacturers and hospitality technologies and is fluent in Spanish and English.

**Marketing:**

Nicole McPherson – Marketing Manager, Canada: Nicole has over 10 years of professional marketing experience in the advertising and healthcare industries through Jigsaw Advertising and Iovate Health Sciences. . Nicole has also owned her own marketing consulting business.

Grant Woods – Marketing Manager, US: Grant has over 12 years of professional marketing experience in software, biotechnology, manufacturing and technology industries. For the past 7 years, Grant has focused marketing efforts in Education Technology with AVerMedia Information, Inc.

**Customer Care:**

Veronica Tallariti – Customer Care Representative, US: Veronica has extensive experience in customer service, inside and outside sales through Nevada Pipe & Supply and Las Vegas Windustrial.

For more information about FrontRow’s products and services, please visit [www.gofrontrow.com](http://www.gofrontrow.com) or call 800-227-0735.

## **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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