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FrontRow Products Earn UL Listing

Portfolio-wide listing means easier specification, client confidence

PETALUMA, Calif. – March 10, 2008 – FrontRow's classroom amplification systems and accessories have obtained UL Listing certification to UL 60065 and IEC/EN 60065, company officials said. The newly listed models include the FrontRow ToGo and FrontRow Pro Digital. All components of FrontRow systems from teacher mics through loudspeakers are now UL listed.

"It has been a goal of FrontRow to achieve UL listing for our entire line of K-12 classroom sound products," said John Merline, director of marketing at FrontRow. "Systems integrators can now use any model from the FrontRow lineup in any job with confidence."

FRONTROW sound systems are specifically designed for K-12 classrooms' need for simplicity, comfort, and clarity. The products clarify and evenly distribute the teacher's voice throughout the classroom — allowing students to more easily understand teachers regardless of where they're seated. A teacher using a FRONTROW product wears a wireless microphone, and his or her voice is broadcast through the receiver and speakers. Key research studies have shown the technology supports instructional quality through improvements in student attention, comprehension, behavior, and test scores. In addition, teachers experience significantly fewer episodes of laryngitis or other voice-related illnesses because FRONTROW lets them teach while speaking at a normal voice level.

About FrontRow

Headquartered in Petaluma, California, FRONTROW is a division of Phonic Ear — whose wireless technology has helped build more engaging learning environments since the mid-1960s. Beginning in 2005, the FRONTROW division has focused on using classroom amplification (sound field) technology to improve students' listening success — resulting in better behavior, comprehension, test scores, and teacher vocal health. This US Green Building Council Member is also the only ISO-registered supplier of classroom amplification technology in the market. In addition, Educational Underwriters has vetted the research behind FRONTROW products. For more information, please visit www.gofrontrow.com.

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.

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