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FrontRow moves into new Petaluma home *Building reflects school focus, collaborative culture*

PETALUMA, Calif. – May 21, 2007 – FrontRow, a designer of sound technology for schools worldwide, will begin operating out of its new 24,000 sq. ft. office at 2080 Lakeville Highway in Petaluma beginning May 29. The company has renovated the space to reflect its education-based business and its non-hierarchical workplace philosophy.

The move is part of FrontRow's evolution from a supplier of solutions for hearing impaired students under the Phonic Ear brand to a builder of sound systems that improve teacher effectiveness and instructional quality for all students. "We simply need a new place to house our ambitions for growth and foster the kind of creative work we do," says President Jens Holstebro. "The new building does this magnificently."

Over the last three months, the property has been outfitted to suit the way FrontRow is designing future generations of classroom sound systems. The building will house a staff of over 80 including mechanical, electrical, DSP, and wireless engineers as well as marketing, sales, customer service, and repair staff.

"This is our headquarters, so it's important that we're meeting our cultural needs as well as our physical needs," says Holstebro. This includes brightly-colored walls reminiscent of the schools in which the company's products are used, as well as a meeting room that replicates a typical 4th grade classroom. "Our development staff are in the classroom regularly, but we believe it's important for all employees to literally put themselves in our customers' environment. Since it's impractical to bring all of our employees to the classroom daily, we'll bring the classroom to them. In addition, we envision opening up our classroom facilities to local schools for their meeting use — helping us build stronger ties with the local community of educators and giving the opportunity to be surrounded by real teachers in our workspace."

Departing from traditional corporate hierarchy, FrontRow is a knowledge-based organization built on interdisciplinary cooperation. Projects, more than functions or departments, are the defining unit of work at FrontRow. Project teams form, work together, disband, and form again as the work requires, and the office is expressly designed to support transparency, face-to-face interaction, and flexibility. With its large open-plan areas, no signs of hierarchy exist. Rather than physical offices or cubicles, employees each have a rolling 'caddie' with room for folders and a small collection of books and other supplies. Employees are regularly on the move internally, relocating their caddie to another desk to be near their project workmates for anywhere from a few days to several months.

To support the mobility of a dynamic work force, Frontrow has invested \$100,000 in a Wi-Fi phone system providing every employee with a state-of-the-art cordless phone. Conference rooms are designed for effectiveness as well, incorporating built-in presentation and video conferencing facilities.

"FrontRow has great ambitions for creating happier learning environments in American classrooms," says Holstebro. "Both the way we organize ourselves and the work environment we're building allow the professional growth, creativity, and action we need to achieve them."

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. It is the only ISO-registered and FDA-cleared 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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