Jason Lockwood, President/CEO

Westone is pleased to announce the appointment of Jason Lockwood as our new President and CEO effective Monday, February 24.

Jason comes to us with a wealth of valuable experience as CEO, having led companies in the retail, consumer electronics and professional healthcare industries. Under Jason’s leadership, we are confident that Westone will continue to uphold the highest standards for quality, integrity and excellence in service to the hearing healthcare community, while simultaneously expanding our presence in the music products industry. It’s an exciting time for our company, and we hope you join us in welcoming Jason to our team.

“I’m thrilled to have joined the passionate and dedicated members of the Westone team. I look forward to meeting a number of our partners in the audiology community at the upcoming AAA show in Orlando—see you there!”

— Jason Lockwood, President/CEO

TRU™ Hearing Protection

Westone is launching an exciting new product line called TRU. These small and extremely comfortable earpieces are offered in both universal and custom styles. Utilizing advanced acoustic filter technology, TRU hearing protection has been critically tuned to reduce volume yet maintain sound quality across the sound frequency spectrum. They are ideal in a variety of settings from performing or listening to live music at concerts and nightclubs to sporting events, air travel, movies, and other recreational activities that have noise levels that can cause discomfort or permanent hearing damage if protection is not worn, or where music or speech clarity is necessary. This also makes them ideal for occupational use by dental hygienists, entertainment venue workers, flight attendants, etc. “The cosmetic advantage of these products is significant,” stated Christy Maré, Director of Westone Hearing Healthcare and Protection Products. “Given the small filter size, the earpieces are much more discreet, which allow us to fit more challenging, smaller ears.”

TRU Universals

Westone’s TRU Universals are a great off-the-shelf solution that provides a comfortable and tuned listening experience for professional musicians, serious music lovers, and anyone who requires hearing protection. These earpieces feature three new filter options in varying decibel ranges. Each model comes with two different tip sizes to accommodate a wide variety of ear canal shapes and sizes. The TRU Recreational WR20 offers an average attenuation of 20 dB and NRR of 12 and three different color choices for the ear tips. The TRU Professional WM16 has an average attenuation of 16 dB, while the TRU Professional WM25 has an average attenuation of 25 dB. The WM16 and WM25 may be upgraded to custom earpieces for an additional fee. TRU Universals are available at westone.com/store/

TRU Customs

TRU Customs are a canal style earpiece incorporating the TRU WM series of filters - low profile, small diameter for discreet fit and interchangeable for a selectable amount of attenuation. There are four filter attenuation options available, color-coded for easy identification: Green WM10 (with average attenuation of 14 dB and NRR of 2), Blue WM16 (with average attenuation of 18 dB and NRR of 10), White WM20 (with average attenuation of 21 dB and NRR of 13) and Black WM25 (with average attenuation of 24 dB and NRR of 15). Each custom earpiece is precisely fitted to the user’s ear canal (ear impressions are required), providing maximum long term wear comfort and incredible clarity. When ordering, indicate style “TCH” under “Earpiece Style” of the order form and the filter option (Green WM10, Blue WM16, White WM20 or Black WM25) on the “Special Requests” line at the bottom of the order form. Available material is Otoblast Silicone in single colors only (no Glitter, Swyrl, or Cat Eyes).
Best of CES 2014

The Consumer Electronics Show (CES) in Las Vegas, with 3,300 booths in 1.9 million square feet of exhibit space and over 150,000 attendees from around the world, is the largest trade show in the United States. Westone Audio debuted the W60 at CES in January and won the coveted Digital Trends “Best of CES 2014” in the very competitive headphone category.

The W60 features six balanced armature drivers and multistage crossover designs that yield sonic purity that’s unrivaled in universal monitors at any price level.

Westone’s W60 earphones were up against some heavy competition. Sennheiser, Audiofly, Audio Technica and Turtle Beach were the other finalists in a very crowded category with nearly 100 headphone and earphone manufacturers. Digital Trends said this about the W60s: “While their $1,000 price point make them a premium product of the regal kind, Westone’s W60 in-ear headphones won this category by packing a monumental six armature drivers into their tiny frame for jaw-dropping sound. Employing two drivers each for the bass, midrange, and treble, the buds offer brilliant clarity, excellent detail, and the kind of smooth, rich warmth at the bottom end that you just don’t find in the vast majority of armature-based headphones. The W60’s braided tensile-wire cables and interchangeable anodized-aluminum faceplates also provide durability and a sharp aesthetic, placing the buds near the top of our CES wish list.”

Westone Wins Advertising Award

The American Advertising Awards, formerly the ADDYs, is the advertising industry’s largest and most representative competition, attracting over 40,000 entries every year in local American Advertising Federation (AAF) Club competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

The Colorado Springs Chapter of the AAF recognized Westone with a Silver award for its “A Safety for Your Ears” print ad, which was created by our internal design team.

Advertising professionals from markets the same size as Colorado Springs were brought in from out of state to do the judging of a total of 180 entries in a variety of categories with 60 winners selected.

Selection of the most creative entry in each category is affected by a scoring process in which the panel of judges evaluates all creative dimensions of every entry. Either a GOLD ADDY or a SILVER ADDY is awarded for creative excellence. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.
**NEW! TRU Universal Full-Frequency Hearing Protection**

Westone’s TRU Universals provide an off-the-shelf solution that provides a comfortable and tuned listening experience for professional musicians, serious music lovers, and anyone who requires hearing protection. These earpieces feature three new filter options in varying decibel ranges. Each model comes with two different tip sizes to accommodate a wide variety of ear canal shapes and sizes. The TRU Recreational WR20 offers an average attenuation of 20dB and NRR of 12 and 3 different color choices for the eartips. The TRU Professional WM16 has an average attenuation of 16dB, while the TRU Professional WM25 has an average attenuation of 25dB. The WM16 and WM25 may be upgraded to custom earpieces for an additional fee. TRU Universals are available at westone.com/store/

### TRU™ Professional

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**TRU™ Professional**  
**Dispenser: $45.00**  
MSRP Price: $89.99  
WM16: PN 77705  
WM25: PN 77706

### TRU™ Recreational

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**TRU™ Recreational**  
**Dispenser Price: $14.99**  
MSRP Price: $29.99  
WR20 (Pink): PN 77707  
WR20 (Smoke): PN 77708  
WR20 (Blue): PN 77709