

## PRESS RELEASE

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### HEARING AID PRODUCER WIDEX RECEIVES WORLD'S FIRST WIND POWER CONSUMER LABEL

Danish hearing aid manufacturer Widex is among a group of pioneering enterprises to receive the newly-established WindMade label – the first global consumer label for companies that use wind energy. This was announced today at a launch event in New York, during which the names of the WindMade Pioneers were unveiled.

The new label, which is backed by the UN Global Compact, requires participating companies to obtain at least 25% of their electricity from wind power. In receiving the label, Widex joins a select group of major companies who have expressed their commitment to renewable energy.

"These companies are at the forefront of the global sustainability movement" says Henrik Kuffner, WindMade's CEO. "We are delighted to have them on board the unique WindMade initiative, and are confident that many others will follow suit in the coming weeks and months."

Widex procures its energy from a wind turbine at the site of its new global headquarters in Denmark. The turbine already covers 85% of the headquarters' energy needs, and is expected to cover 100% in the future – a percentage that greatly exceeds the basic requirements for joining the WindMade programme, and which will be reflected in the percentage of wind energy indicated on Widex' WindMade label.

As one of the world's leading hearing aid manufacturers, Widex is renowned for finding unique and visionary solutions to assist the hearing impaired. It was only natural for the family-owned company to take a similar approach when constructing its new headquarters.

"Once we had decided to build our new global headquarters, it seemed a natural choice to make it as sustainable as possible. Our wind turbine produces the energy we need for the headquarters, including the production. By completely eliminating the use of fossil fuels, we believe that we have created the best possible foundation for our future – both as a company, and as members of society," says Richard Tøpholm, Manager at Widex and member of the Board.

WindMade was introduced to the world at this year's World Economic Forum in Davos. Other WindMade Pioneers include Deutsche Bank, Motorola, PricewaterhouseCoopers and Becton Dickinson.

Read more at [www.widex.com](http://www.widex.com) or [www.windmade.org](http://www.windmade.org)

### CONTACT

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Widex A/S has been supplying the world market with quality hi-tech hearing aids since the company's foundation in 1956. In close collaboration with international audiological researchers and specialists, the company develops a wide range of revolutionary products, including the world's first fully digital in-the-ear hearing aid. Widex' products are sold in almost 100 countries and the company employs approximately 3,000 people around the world.