



IntriCon Names Jim Houlihan Vice President of Direct-to-Consumer Hearing Healthcare Sales, President of Hearing Help Express

July 31, 2017

ARDEN HILLS, Minn.--(BUSINESS WIRE)--Jul. 31, 2017-- **IntriCon Corporation (NASDAQ: IIN)**, a designer, developer, manufacturer and distributor of miniature and micro-miniature body-worn devices, today announced that it has named Jim Houlihan vice president of direct-to-consumer hearing healthcare sales and president of Hearing Help Express (HHE), effective immediately.

Houlihan has been serving as the interim leader at HHE since October 2016, and has more than 20 years of executive management, business strategy development, and consumer marketing and advertising experience—spanning both digital and traditional. Most recently, he served as chief executive officer of EMECOLE Inc., a chemical manufacturer and distributor. Prior to EMECOLE, he was head of Mettler-Toledo PCE North America—a pharmaceutical track-and-trace solutions firm. He also held other leadership positions within the company.

Said Mark S. Gorder, IntriCon's president and chief executive officer, "We are pleased to welcome Jim to the IntriCon team. As we work diligently to create and cultivate a new channel to deliver superior, outcomes-based affordable hearing healthcare directly to consumers, Jim's deep experience—particularly in the digital arena—is critical for HHE's online evolution and long-term success."

Houlihan earned his bachelor's degree in new and small business management from Georgetown University, Washington, D.C. He also holds a Master of Business Administration in finance, accounting and strategy from the University of Chicago's Booth School of Business.

Said Houlihan, "I am excited to join IntriCon, a company with a deep breadth of proprietary technology and a compelling future. I look forward to working with the team to advance the company's vision of a value-based ecosystem of hearing healthcare that provides affordable and accessible solutions to millions of unserved or underserved Americans."

About IntriCon Corporation

Headquartered in Arden Hills, Minn., IntriCon Corporation designs, develops, manufactures and distributes miniature and micro-miniature body-worn devices. These advanced products help medical, healthcare and professional communications companies meet the rising demand for smaller, more intelligent and better connected devices. IntriCon has facilities in the United States, Asia, the United Kingdom and Europe. The company's common stock trades under the symbol "IIN" on the NASDAQ Global Market. For more information about IntriCon, visit www.intricon.com.

Forward-Looking Statements

Statements made in this release and in IntriCon's other public filings and releases that are not historical facts or that include forward-looking terminology are "forward-looking statements" within the meaning of the Securities Exchange Act of 1934, as amended. These forward-looking statements may be affected by known and unknown risks, uncertainties and other factors that are beyond IntriCon's control, and may cause IntriCon's actual results, performance or achievements to differ materially from the results, performance and achievements expressed or implied in the forward-looking statements. These risks, uncertainties and other factors are detailed from time to time in the company's filings with the Securities and Exchange Commission, including the Annual Report on Form 10-K for the year ended December 31, 2016. The company disclaims any intent or obligation to publicly update or revise any forward-looking statements, regardless of whether new information becomes available, future developments occur or otherwise.

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