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Clarity, ClearCaptions Team Up to Deliver New, Innovative Solutions to Millions with Hearing Loss

Nation's leading provider of amplified telephones forms strategic alliance with telephone captioning service innovator

Chattanooga, Tenn. – November 16, 2011 - Clarity, a division of Plantronics (NYSE: PLT) that creates [smart communication solutions for seniors](#), and ClearCaptions, a telephone captioning service innovator and subsidiary of Purple Communications, Inc., today announced a strategic alliance through which the companies will collaborate on the design and distribution of innovative products for the nearly 20 percent of U. S. adults who have hearing loss.

As the leading provider of amplified telephones in the U.S., Clarity's products are designed to make conversations louder, clearer and easier for people with hearing loss while also addressing other age-related health challenges like low vision, limited mobility and arthritis.

ClearCaptions provides a service that enables users to caption telephone calls for any telephone and to choose how and where they view their captions.

"ClearCaptions is a cutting-edge company with a unique focus on simplifying communication for people with hearing loss," said Carsten Trads, president of Clarity. "By teaming up with ClearCaptions, we'll bring together our technology and expertise to deliver new innovations to the 36 million people in the U. S. who have hearing loss."

"Clarity's leadership in the amplified phone market is unrivaled, and we're delighted to work with them to expand the product choices for people who have difficulty hearing on the phone," said *Dan Luis*, CEO of *ClearCaptions*. "With more than 10,000 Baby Boomers turning 65 every day, we believe our collaboration will address an immediate and growing need for phone amplification and captioning."

About Clarity – Smart for Seniors™

Clarity, a division of Plantronics (NYSE: PLT), creates smart communication solutions that help seniors live richer, more engaged lives. For more than 40 years, Clarity's innovative products—such as amplified telephones, notification systems and assistive listening devices—have helped people with hearing loss, low vision, limited mobility, dexterity issues and other health challenges. Clarity has pioneered many firsts—from digital sound processing in 2005 to remote-access customer service in 2010. Millions rely on Clarity to communicate at home, at work and throughout their lives. For more information, please visit www.clarityproducts.com or call 1-800-426-3738.

About ClearCaptions

ClearCaptions provides free, near-real-time captions of telephone calls via web browsers, on dedicated applications installed on iOS and Android devices, or for enterprise customers, via Cisco phone systems. ClearCaptions is a subsidiary of Purple Communications, Inc., an FCC-certified relay provider based in Rocklin, CA. For additional information visit www.clearcaptions.com.

About Clearlake Capital Group

Clearlake Capital Group, L.P. is a private investment firm focused on special situations such as corporate divestitures, recapitalizations, buyouts, restructurings, turnarounds and other equity investments.

Clearlake seeks to partner with world-class management teams by providing patient, long-term capital and operational expertise to invest in businesses going through change. Clearlake's founding principals have led over 50 investments totaling more than \$2.7 billion of capital in sectors including business services, communications and media, energy and power, healthcare, manufacturing, retail/consumer and technology. For more information, please visit www.clearlakecapital.com.

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