



PELTOR®



FOR IMMEDIATE RELEASE

Media contact:

Anne Hendrickson
Public Relations Director
Ovation Marketing
Direct Phone: 608.785.0000 ext. 230

201 Main Street, 6th Floor
La Crosse, WI 54601

www.ovationmarketing.com
anneh@ovationmarketing.com

**NEW WEB SITE DELIVERS THE LATEST INFORMATION AND
RESOURCES ON PROPOSED NRR LABELING CHANGES**

Indianapolis, IN, January 27, 2009: As the EPA works to better align Noise Reduction Ratings (NRR) with real-world use of hearing protection, a number of proposed changes to testing, labeling, and regulations are underway. A new web site, www.NRRUpdate.com, has been developed to provide the latest information, regulatory updates, expert insights and resources for those who are charged with implementing the new regulations into the workplace.

Sponsored by hearing conservation leaders E-A-R, Peltor and 3M, www.NRRUpdate.com offers news updates as changes are made, answers to frequently asked questions, articles as well as an opportunity to pose questions to hearing conservation experts, including E-A-R Senior Scientist Elliott Berger, and 3M Technical Advisor Ted Madison. “There are a number of agencies and steps involved before the changes can go into effect,” notes Elliott Berger. “Visitors can learn about the various agencies and organizations involved, including the EPA and ANSI, and better understand how they fit into the regulatory process. They can also see side-by-side comparisons of the old and proposed new labels and the rationale behind the revised standard, which should ultimately make it easier to choose effective hearing protection.”

Additional Information

To stay informed about pending changes to the Noise Reduction Rating and related technical issues, visit www.NRRUpdate.com and sign up to receive periodic technical updates from E-A-R, Peltor and 3M.

###

About 3M

3M Worldwide, and world-class industry leading brands E-A-R and Peltor, have long offered safety solutions with products designed to meet the highest standards of excellence. 3M recognizes the strengths of these major brands and is proud to have them as part of the 3M family. 3M develops, manufactures and markets over 50,000 different consumer, commercial, industrial and health care products. 3M has manufacturing operations in 60 countries and does business in more than 200 countries. 3M helps organizations achieve workplace goals, meet and exceed government standards, simplify and improve the lives of workers, and contribute to a safe, healthy and sustainable work environment. For more information, visit www.3m.com/occsafety.