

## 3M LAUNCHES NEW PASSIVE HEARING CONSERVATION EARPLUG

*- Radical New Shape for Foam Insert Earplugs -*

**St. Paul, Minn. – October 5, 2009** – 3M expands its passive hearing conservation product line with the introduction of the new 3M Pistonz Earplugs. The new Pistonz earplug from 3M brings a radical new shape to foam insert earplugs.

Shaped in the form of an engine piston, Pistonz earplugs are comfortable, easy to use, designed for instant-use with a no-roll-down design, and have an impressive NRR of 29dB.

Available in corded and uncorded models, the Pistonz earplug packaging and sales literature features Greg Biffle, NASCAR Sprint Cup Series™ driver of the No. 16 3M Ford Fusion. Pistonz earplugs are hearing protection for real gearheads.

### **Additional Information**

To stay informed about 3M's full line of hearing conservation products, please visit [www.3M.com/OccSafety](http://www.3M.com/OccSafety).

Visit [www.3M.com/OccSafety/PressBox](http://www.3M.com/OccSafety/PressBox) for the OccSafety Press Box for the latest press releases and downloadable imagery.

### **About 3M Occupational Health and Environmental Safety Division**

3M OH&ES Division is a global leader in respiratory, hearing, fall protection and detection and environmental products.

### **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$25 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries. For more information, visit [www.3M.com](http://www.3M.com).

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