

FOR IMMEDIATE RELEASE

Hearing aid purchases just got easier and more affordable with the launch of HearingAidDocs.com and its unique, industry-changing WebAuD™ online application

Developed by Doctors of Audiology to recommend and program hearing aids; WebAuD™ provides hearing aid recommendations based on your personalized audiogram and other hearing loss-related questions

DENVER, CO – June 8, 2009 – HearingAidDocs.com officially launches today as the provider of top-of-the-line hearing aids from the most reputable hearing aid manufacturers in the world at a fraction of the price that consumers would pay at local brick-and-mortar audiology/hearing aid practices. Unlike other online hearing aid companies, HearingAidDocs™ uses their knowledge and expertise as Doctors of Audiology to recommend and program the hearing aids purchased. The company's WebAuD™ application takes the consumer's current hearing status, history and needs into account to make several hearing aid recommendations (i.e. style, technology, price, etc.) as if the patient were meeting face-to-face with an audiologist. WebAuD™ also takes into consideration the consumer's audiogram, which is required to fit and purchase a hearing aid. HearingAidDocs.com provides the hearing aid consumer with an option to purchase quality, name-brand hearing aids at an affordable price.

“As the father of two sons that required the use of hearing aids, one since birth and the other since the age of four, I have personally experienced the tremendous expense for purchasing hearing aids every two to three years, particularly for boys with an active lifestyle,” said Giusto Piraino, co-founder, HearingAidDocs™. “I never understood why hearing aids were not covered by health insurance and considered a ‘cosmetic device’, particularly since there are 28 million Americans afflicted with some sort of hearing impairment. I was pleasantly surprised to hear that the Governor of Wisconsin recently signed a law to mandate insurance coverage for hearing aids with no age restrictions. I hope other states follow suit.”

Piraino continues, “A pair of hearing aids typically cost \$5,000 to \$6,000 or higher, based on patient needs. Add in the cost for an FM transmitter/receiver for a classroom environment and the total expense can reach \$7,000 to \$8,000 or more. I wanted to be part of the solution that provides consumers with an option to buy much more affordable products and programming services. When a consumer purchases products through HearingAidDocs.com, they will save approximately \$500-\$1000 per hearing aid on what they would spend at a brick and mortar office for the same product.”

HearingAidDocs.com provides unbiased educational tools to better inform consumers about the various aspects of hearing loss and hearing aids. The website reviews etiology (cause of the condition), symptoms, and prevention of hearing loss while providing various reputable sources of academic research supporting the company's claim and language.

WebAuD™ is a decision making software application that provides the expertise of an audiologist by taking into consideration variables that are directly involved in logistically formulating a recommendation of an appropriate hearing product for the patient. This online application is unique in that it is specifically designed by audiologists to emulate the decision making process when recommending a hearing aid.

As audiologists, experience has shown that low-end hearing aid products, although cheap, will not meet the daily listening needs of most patients. The company's vision is to provide a wide variety of digital hearing aid technologies from the most prominent and reliable manufacturers. These companies invest more money into developing new, ground-breaking technologies than the aforementioned "cheaper" hearing aid manufacturers, thus, enabling HearingAidDocs™ to market cutting-edge technologies at an affordable price.

45-Day Money Back Guarantee/Trial Period

Most states require a trial period of 30 days with money back guarantee for hearing aids purchased. The state regulations allow for a non-refundable fitting fee for the services provider. HearingAidDocs™ will provide patients the comfort of a 100% money back guarantee (minus shipping & handling fees) within 45 days of delivering the hearing aid.

Programming Services

The company's audiologists provide all programming services needed during the trial period. Once the trial period has expired additional programming packages can be purchased with free shipping. Programming of hearing aids is always verified using the Audioscan VERIFIT system, which validates the functionality of hearing aids.

Selling hearing aids online is an ethical practice when the patient benefits from the experience, when programming services by an audiologist are provided and when the patient is satisfied with the product and services provided. By offering patients a choice to purchase hearing aids at a fraction of the cost as compared to local brick-and-mortars, the consumer can choose a provider based on pricing, services, and convenience.

HearingAidDocs™ requires that the patient visits a hearing healthcare professional for a thorough audiologic evaluation prior to purchasing hearing aids. In addition, the audiologists at HearingAidDocs™ personally check every hearing test before allowing the consumer to purchase a product. Once the hearing aid has been purchased, the audiologists evaluate the hearing aid functionality using a verification protocol involving Real-Ear measurements before the hearing aid is sent to the consumer. These measurements assess the functionality of the hearing aid. Most hearing aid practices do not provide this level of service.

About HearingAidDocs.com

HearingAidDocs.com is the provider of top-of-the-line hearing aids from the most reputable hearing aid manufacturers in the world at a fraction of the price that consumers would pay at local brick-and-mortar audiology/hearing aid practices. We use our knowledge and expertise as Doctors of Audiology to recommend and program the hearing aids purchased. The unique, industry-changing WebAuD™ application takes the consumer's audiogram, hearing status, history and needs into account to make several hearing aid recommendations. For more information, visit HearingAidDocs.com.

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