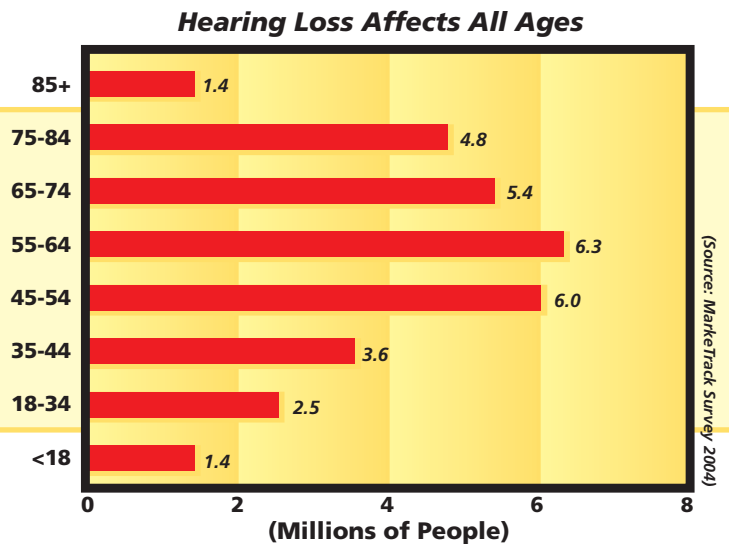
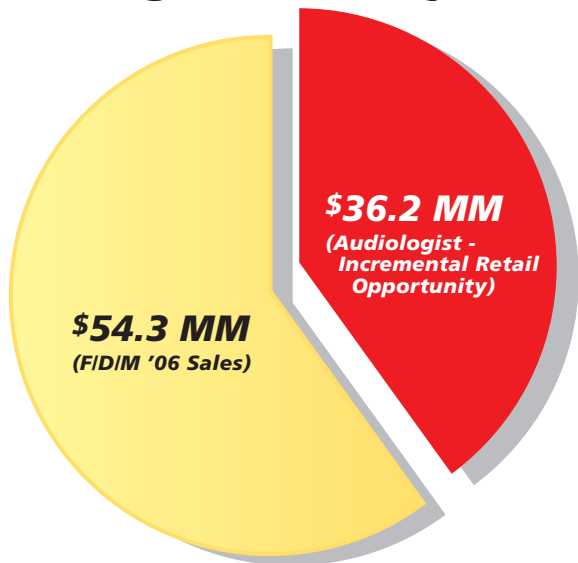


- Hearing Loss is the 3rd leading chronic health condition among Americans after Arthritis and Hypertension¹.
- 31+ million Americans suffer from Hearing Loss².
- The number of Americans with Hearing Loss could exceed 78 million by 2030³.



Hearing Aid Battery Sales



Hearing Aid Destination Needed at Retail: Consumers need a 'retail destination' that provides easy access to all needed hearing aid accessories.

Retail '06 Hearing Aid Battery sales exceeded \$54MM⁴. Research suggests at least 40% of all Hearing Aid Batteries are sold at Audiologist offices.

A Retail Hearing Aid Destination provides the opportunity to capture the missing 40% of battery sales – an incremental **\$36.2MM / year!**

75% of all hearing aid repairs are due to moisture and ear wax. Almost 100% of these repairs are preventable with proper daily maintenance⁵.

Health Enterprises' new Hearing Aid Accessories provide consumers with innovative, easy to use solutions to the problems of ear wax and moisture.

Audio-Kit™ Hearing Aid Cleaner

- For fast, easy and effective daily cleaning.
- Ergonomic, easy to use design.
- Works with all hearing aids.
- Five tools needed for daily cleaning built into a comfortable, easy to hold handle.



Dri-Eze™ Hearing Aid Dehumidifier

- Removes damaging daily moisture.
- Flip-top lid for easy opening and closing.
- Protects hearing aids when not in use.
- Works with all hearing aids.
- No batteries or electricity needed.



¹ National Institute on Deafness & Communication Disorders
² MarkeTrack Survey 2004
³ Newsweek 6/6/05
⁴ IRI, Last 52wks 12/3/06 Food / Drug / Mass excluding Wal-Mart
⁵ healthyhearing.com

For Additional Information Call 1.800.633.4243