

FOR IMMEDIATE RELEASE

The Hearing Loss Clinic to Help Starkey Hearing Foundation Give Projected 4,000 Hearing Instruments to Adults and Children in Need in Toluca, Mexico

(Calgary, AB)—February 8, 2010—The Hearing Loss Clinic Inc, today announced plans for an eight-day hearing mission trip to Toluca, Mexico to fit more than 2,000 adults and children with over 4,000 hearing instruments. The hearing mission trip will be completed in conjunction with the Starkey Hearing Foundation in an effort to fulfill the Foundation's commitment to helping the world to hear.

"It is incredibly fulfilling to be a part of this hearing mission trip and to do so much good in such a short amount of time. It's also very humbling to experience the incredible need that exists in the world. We feel honored to have the opportunity to bring the gift of hearing to so many in need and proud to support the Starkey Hearing Foundation in its mission," says Sabrina Rhodes of The Hearing Loss Clinic. According to Sabrina, not only will those in need be fitted with hearing instruments, they will also receive training on hearing instrument care, maintenance and a supply of hearing instrument batteries.

Hearing mission trips are paid for by donations to the Starkey Hearing Foundation. Every year at the Foundation's annual "So the World May Hear" Awards Gala, attendees have an opportunity to bid during a live auction to fund a hearing mission trip. A network of distributors of Starkey Canada, a division of Starkey Laboratories, bid to fund the Toluca, Mexico mission, which will take place February 21-28.

About The Hearing Loss Clinic

The Hearing Loss Clinic Inc. has been serving Southern Alberta and the East Kootenays since the early 1990's. Our clinics are located in Calgary and Okotoks, Alberta as well as Cranbrook and Creston, British Columbia.

The mission of The Hearing Loss Clinic Inc. is to make a positive difference in the lives of those with hearing impairment. Our goal is to deliver client-centered hearing healthcare and comprehensive solutions for better hearing to assist our clients in achieving their highest potential as they strive for confidence and effectiveness in their communications with others. We are committed to ongoing continuing education, providing the latest in hearing technology, delivering excellent personal customer service and serving our clients needs with compassion and understanding.

About Starkey Hearing Foundation (SHF)

Since 1973, Starkey has been giving the gift of hearing to the world's underprivileged -especially children- through its internationally recognized mission program and its domestic program, Hear Now. Our mission is to promote hearing health awareness and education; provide hearing instruments and personal listening devices to people in need, and to support and conduct research and education in hearing breakthroughs and technologies. In late 2007, SHF launched their awareness initiative via a media campaign with public service announcements to educate consumers about responsible listening. Spanning the past 12 months, the Foundation has provided more than 50,000 hearing instruments both domestically and abroad. Since 2000, more than 400,000 hearing instruments have been distributed to persons in need worldwide. Please visit www.sotheworldmayhear.org to learn more.