FOR IMMEDIATE RELEASE

HEARING PROFESSIONAL OF THE YEAR AWARDS ANNOUNCED

National and Regional Winners Recognized by Rayovac For Role in Advancing Hearing Health

MADISON, WI, April 6, 2011 – Five of the nation’s top hearing professionals were honored today by Rayovac for their unparalleled commitment to their patients and hearing health.

Dr. Indira Alvarez of Tampa, Fla. was named the 2010 National Hearing Professional of the Year. Alvarez, a well-respected audiologist, was one of five regional finalists. Other regional winners include:

- Earl Gentile, Fairview Park, Ohio
- Dr. Gail Brenner, Bala Cynwyd, Pa.
- C. Scot Frink, Salem, Ore.
- Jeff Grama, Hollywood, Calif.

The National Hearing Professional of the Year award honors and recognizes hearing professionals for their exceptional service and commitment to the profession. The patient-nominated award, which drew thousands of entries in its inaugural year, spotlights the difference hearing professionals make in the lives of their patients. The competition encourages audiology patients to share their experiences and tell how their hearing professional goes above and beyond the call of duty. The award is judged by an independent panel of industry experts.

The recipients each received glowing patient nominations which clearly demonstrated the winners’ passion for the profession and their focus on delivering outstanding care.

In honor of the award, Rayovac is donating $500 in each winner’s name to the charity of their choice. As the national winner, an additional $1,000 will be donated in Dr. Alvarez’s name. The benefiting charities include Hugs for Kids, West Lake Village, the American Tinnitus Association, Healing the Children and the Hearing Loss Association of Los Angeles.
“We’re proud to honor and recognize these professionals who truly represent the best of the best in hearing health,” said Ann Rule, Senior Brand Manager for Rayovac Hearing Aid Batteries. “The Hearing Professional of the Year award shines a spotlight on the incredible work hearing professionals perform on a daily basis. The program is about recognizing those hearing professionals that are contributing on many different levels, professionally and personally, to the advancement of hearing health,” added Rule.

**2011 Hearing Professional of the Year Award**

Rayovac, manufacturer of the world's longest lasting, mercury-free hearing aid battery, is currently seeking nominations for the 2011 Hearing Care Professional of the Year. The independent award program encourages patients with hearing difficulties to nominate their hearing care professional. Entries can be submitted now through September 30, 2011. Visit [www.hearingprofessionaloftheyear.com](http://www.hearingprofessionaloftheyear.com) to learn more.

**About Spectrum**

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