



Oticon “At the Heart of It” Campaign Supports Heart and Hearing Health Awareness and the Important Role of Hearing Care Professionals

Somerset, NJ January 25 – Oticon, Inc. today announced that the company will again partner with the American Heart Association for the “At the Heart of It. . .We Put People First” campaign, a heart and hearing health awareness initiative that will be executed in communities nationwide. During February and March, the company will donate a portion of the proceeds from the sale of Intiga hearing devices to the American Heart Association to fund life-saving research. This is the second year that Oticon will sponsor the national campaign designed to motivate people to take the first steps toward better health and better hearing with professional consultations and evaluations that can provide life-changing benefits.

“Our commitment to putting *People First* supports hearing care and hearing solutions that empower people to continue to take an active part in life,” says Oticon President Peer Lauritsen. “Through our “At the Heart It” campaign, we aim to emphasize the role of hearing care professionals as dedicated members of the healthcare community with a focus on the contribution of hearing and heart health to a healthy, active and fulfilling lifestyle.”

When it comes to hearing health, heart health is especially relevant. A recent study published in the *American Journal of Audiology* found that the negative influence of impaired cardiovascular health on both the peripheral and central auditory system has the potential to affect an individual's capacity to hear. “Our campaign encourages people to request a preliminary hearing evaluation as part of their annual physical,” explains Lauritsen. “For those who already suspect a hearing loss, we recommend a thorough hearing evaluation by a credentialed hearing care professional.”

The “At the Heart of It Campaign” campaign will provide hearing care professionals with a range of marketing communications materials including desktop displays, heart healthy tip sheets and newspaper releases. To engage hearing care professionals and their staffs, Oticon will again conduct an on-line “Steps in the Right Direction” walking challenge with prizes and recognition to teams that take their own positive steps toward better health. Oticon is planning a special Heart Health Expo for the company's employees. On February 14, AHA representatives will offer workshops on heart health and conduct a series of blood pressure and other health screenings.

For more information about the “At the Heart of It” campaign and the entire Intiga product family visit oticonusa.com.