



For Immediate Release

PMC® has Audiologists “Listen Up” to Micronutrient Strategy by Presenting at
The American Academy of Audiology’s AudiologyNow! Convention.

Dallas, Texas - April 2-5, 2009

Premier Micronutrient Corporation’s appearance at the AAA convention was a huge success. While being only the second time the company has attended and exhibited, the buzz amongst the Audiology community was clear; they are accepting that including a biologic strategy to their existing therapies is a valid and important addition to their supportive care.

The focus for this year’s AudiologyNOW! was *Research and Clinical Practice: Integration through Communication*. The plan for this focus was to bring clinicians and researchers from a variety of arenas together in one location to share the best of both clinical practice and research. A perfect segue for PMC® to present the relative, clinical research data on the Hearing Health Formulation.

Micronutrients: A New Biologic Strategy in Hearing Disorders (Abstract of Presentation)

While it is increasingly recognized that biochemical pathways, oxidative damage and inflammation are involved in hearing disorders, the current management of hearing loss, tinnitus and vestibular dysfunction still emphasizes device-related treatments. An antioxidant micronutrient strategy that is neuroprotective provides an adjunctive biological approach to optimize patient outcomes. The presentation describes an effective formulation that diminishes the damaging biochemical processes and related auditory and vestibular symptoms, thereby expanding the therapeutic options available to the practicing audiologists. Gerald M. Haase, PMC Chief Medical Officer

While Dr. Haase’s presentation was one of 27 sessions going on during that time frame, more than 130 hearing health professionals, from PhD’s to students, attended with standing room only. In addition, the session’s Q & A went on for nearly an hour after the convention had closed.

In the following two days, the PMC® booth was inundated with requests for information on distribution as well as physician retail. Potential distribution opportunities include collaboration with Home Health Care facilities, device related distributors and health care clinics in New York, Dallas and California. We also set a company convention record in physician based distribution opportunities with more than 100 physicians who, on-the-spot, either purchased Hearing Health to retail from their practices, or wanted to recommend Hearing Health to their patients.

PMC® also formed potential client exclusivity arrangements with 5 international distribution outlets. Distribution channels in Brazil, Columbia, United Kingdom and New Zealand also requested further discussions for distribution/exclusivity.

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