



FOR IMMEDIATE RELEASE

**COUNTRY STARS OFFERED FREE HEARING SERVICES AT
CMA MUSIC FESTIVAL**

***Premier Micronutrient Corporation joins The EAR Foundation to advocate hearing
protection***

NASHVILLE, Tennessee (June 27, 2008) – Premier Micronutrient Corporation (PMC), a leading provider of customized micronutrients, joined forces with the EAR Foundation and the Country Music Association at this year's CMA Music Festival held in Nashville, Tenn. In an effort to promote hearing health and prevent noise-induced hearing loss (NIHL), the organizations provided free hearing health consultations and distributed samples of PMC's Hearing Health supplement at the four-day festival.

Alongside the EAR Foundation, a national not-for-profit organization dedicated to educating the public about hearing loss and diseases of the ear, Nashville-based PMC set up a "*Listen or Lose It!*" booth backstage at LP Field, home of the Tennessee Titans and Music Fest venue. Local audiologist Dr. Jewell Baggett-Strehlau was on hand to answer questions and provide free custom ear molds to the staff, production personnel and some of country music's biggest stars as they waited to go onstage.

"We were very excited to partner with the EAR foundation at this event," said Suzanne Wyatt, national director of PMC's hearing health division and *Listen or Lose It!* chairman. "To have one-on-one time with these artists was phenomenal. So many musicians suffer from NIHL and tinnitus, and we are able to provide new tools and information to help them preserve their hearing and reduce the loudness of tinnitus."

CMA Music Festival is the latest of several efforts of these two organizations since they joined forces last year. To date the partnership has embarked on a nationwide outreach to prevent NIHL, including initiatives aimed at high-risk groups, such as the National Rifle Association and NASCAR participants and fans.

Premier Micronutrient Corporation develops scientifically researched, customized formulations of antioxidant supplements for use in conjunction with the treatment of certain diseases including hearing and balance disorders. For more information about Premier Micronutrient Corporation or its products please visit www.MyPMCIInside.com or call 1-888-606-8883.

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