



FOR IMMEDIATE RELEASE

PREMIER MICRONUTRIENT FORMS STRATEGIC PARTNERSHIP WITH EAR INC.
Two companies collaborate to advocate hearing protection

NASHVILLE, Tennessee (November 27, 2007) – Premier Micronutrient Corporation (PMC), a leading provider of customized micronutrients, has joined forces with EAR Inc., one of the world's largest distributors of hearing devices and protective gear. In an effort to promote hearing health and prevent noise-induced hearing loss, the two companies have come together to raise awareness about current research initiatives and new product offerings that protect against various hearing impairments.

One such product is PMC's Hearing Health formulation, a micronutrient supplement to help reduce tinnitus (ringing in the ear) and provide cellular protection against hearing impairment and balance disorders. Previously available only to scientific study participants and members of the U.S. military, the Hearing Health formulation is now available to a general consumer audience and will be featured on the EAR Inc. website at www.earinc.com. This announcement comes on the heels of PMC's partnership with the EAR Foundation, a national not-for-profit organization dedicated to educating the public and medical profession about hearing loss and diseases of the ear.

According to the National Institutes of Health (NIH), approximately 28 million Americans have some level of hearing impairment; an estimated 10 percent of Americans ages 22-60 already may have suffered permanent hearing damage from excessive noise exposure. Millions more are at risk due to the growing popularity of activities such as NASCAR races and repeated exposure to loud music and industrial noise.

Recreational firearm users and military personnel, who comprise a significant percentage of EAR Inc. customers, are at extremely high risk for permanent hearing loss, tinnitus, balance problems and brain neuron damage.

Founded by Audiologist Garry G. Gordon, EAR Inc. has been an industry leader for more than 35 years and offers a broad range of hearing healthcare products for the medical, industrial and recreational markets.

"Many people do not realize that the threat of hearing loss is a daily concern," says Gordon. "Industrial noise, loud music, and recreational activities such as hunting and motor sports are a continuous threat. The need for specialized hearing protection is growing."

"This partnership gives us the opportunity to educate high risk groups about exciting new research and what we now know about hearing protection at the cellular level," says Kedar N. Prasad, Ph.D., PMC chief scientific officer.

PMC's scientific studies with the U.S. military have demonstrated the efficacy of the PMC formulation. In collaboration with the Naval Medical Center in San Diego, Calif., U.S. Marines with blast-related injuries sustained in Iraq underwent several measuring techniques including sensory organization, dynamic gait index and balance confidence. Clinical findings indicate that patients receiving the PMC formulation in addition to standard therapy performed better on all measures than those receiving standard therapy alone.

Premier Micronutrient Corporation develops and markets scientifically researched, customized, patented formulations of vitamins, minerals and antioxidant supplements for use in conjunction with the treatment of certain diseases including diabetes, cardiovascular disease, cancer, Alzheimer's and Parkinson's disease, and for the promotion of general health. These custom formulations are the product of over 30 years of scientific and medical research, conducted by PMC founders, primarily Dr. Kedar N. Prasad, on the effects of micronutrients on human health. For more information about Premier Micronutrient Corporation or its products please visit www.MyPMCInside.com or call 1-888-606-8883.

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