

Media Release

April 21, 2008

HearAtLast Arrives in British Columbia With First Store Opening in Duncan

TORONTO, ONTARIO....(April 21, 2008) HearAtLast today announced that it has received additional licenses from Wal-Mart Canada, a wholly owned subsidiary of Wal-Mart International, Inc. (NYSE: WMT), to open store number 23. Wal-Mart Store #3025 located at 248 Trunk Road in Duncan British Columbia will officially open on **April 23, 2008**. This coast to coast expansion is a direct result of the Company exercising its option under a master licensing agreement with Wal-Mart International which allows HearAtLast to open hearing aid clinics within numerous Wal-Mart locations throughout Canada.

"We are pleased to continue our expansion in British Columbia . Duncan provides us with an opportunity to continue to expand our brand in Western Canada," stated Robert J. Oswald, President of HearAtLast.

The addition of the Duncan store brings the current count of HearAtLast clinics co-located in Wal-Mart Stores to 23 locations across Canada.

About HearAtLast

HearAtLast Holdings, Inc. is a Nevada corporation that owns and operates its wholly-owned subsidiary HearAtLast Inc., a chain of hearing stores specializing in the sale of digital hearing aids and testing services. The company develops, owns, and operates hearing aid clinics co-located within select Wal-Mart stores throughout Canada. HearAtLast facilities sell a selection of high quality brand name hearing aids and also offer complimentary screening tests, clinical hearing tests, instant custom MP3 headphones and custom hearing protection. The Company's mission is to consolidate the highly fragmented hearing services industry while providing unparalleled service to the estimated 30+ million hearing impaired individuals throughout North America. After a prescription is approved, the independent on-site audiologists and hearing aid practitioners at HearAtLast utilize a refined process to dispense a hearing aid in about an hour.

For more information, please visit www.hearatlast.com.

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