

## **Media Release**

**June 4, 2008**

### **HearAtLast opens new location in Mississauga**

**TORONTO, ONTARIO....(June 4, 2008)** HearAtLast today announced that they will be a part of the grand opening of Wal-mart's new flagship store in Mississauga. The largest Wal-Mart store in Canada will feature a HearAtLast Hearing Clinic designed to provide Wal-Mart shoppers with a warm and inviting environment where they can have a complimentary hearing assessment.

"Our new location in Mississauga promises to make hearing assessments and shopping for hearing instruments as simple as possible. The Heartland location will provide accessible and affordable hearing loss treatments that will enable us to get the message out as to how crucial your hearing is," said Robert Oswald, president of HearAtLast. "Best of all, our new location will be housed in Wal-Mart's flagship 300<sup>th</sup> Canadian store," he added.

The addition of the Mississauga store brings the current count of HearAtLast clinics co-located in Wal-Mart Stores to 24 locations across Canada.

**Media is invited to attend the grand opening and have a complimentary hearing test performed. Media will also have a chance to speak with Robert Oswald, President of HearAtLast and Walter Gretzky (Canada's most famous hockey dad), HearAtLast official spokesperson on Wednesday, June 11th from 10:00am – 1:00pm.**

### **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 additional information, please visit [www.hearatlast.com](http://www.hearatlast.com).

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