

HearAtLast Spokesperson Walter Gretzky Welcomed by 'A' Channel London

(PINKSHEETS: HRAL) Mississauga, Ontario; HearAtLast Holdings Inc. is pleased to announce that Walter Gretzky, Canada's most famous hockey dad along with Robert Oswald; President of HearAtLast, are making their way to London Ontario. Walter and Robert will be making an appearance on 'A London' on Friday, September 12th. The show will air on A London at 9:00 am.

Walter will share his personal story of how hearing loss has impacted his life and provide insights as to how important an issue hearing loss and hearing testing truly is. He will also be outlining HearAtLast's continued expansion across Canada and their national campaign to offer "NO CHARGE" hearing assessments throughout all hearing stores. This interview is the latest in a series of press and public appearances that Mr. Gretzky will make across Canada promoting the opening of new HearAtLast locations. For complete show scheduling, logon to: www.atv.ca/london/tvschedule.aspx

On Tuesday September 9, 2008 HearAtLast announced the opening of their clinic located within Sam's Club in Cambridge, Ontario marking its 23rd store in operation.

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, high end earbuds and assistive listening devices. 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 the latest in Name Brand digital hearing aids.

For more information please visit www.hearatlast.com

Statements about the Company's future expectations and all other statements in this press release other than historical facts, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The Company intends that such forward-looking statements be subject to the safe harbors created thereby.

The above information contains information relating to the Company that is based on the beliefs of the Company and/or its management, as well as assumptions made by any information currently available to the Company or its management. When used in this

document, the words "anticipate," "estimate," "expect," "intend," "plans," "projects," and similar expressions, as they relate to the Company or its management, are intended to identify forward-looking statements. Such statements reflect the current view of the Company regarding future events and are subject to certain risks, uncertainties and assumptions, including the risks and uncertainties noted. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove to be incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated, expected, intended or projected. In each instance, forward-looking information should be considered in light of the accompanying meaningful cautionary statements herein. Factors that could cause results to differ include, but are not limited to, successful performance of internal plans, the impact of competitive services and pricing and general economic risks and uncertainties.

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