

HearAtLast Sets New Milestone by Opening its 25th Hearing Store

(PINKSHEETS: HRAL) Mississauga, Ontario; HearAtLast Holdings Inc. announced today that it has opened its 24th 'Hearing Store' in West Bank, British Columbia as well as its 25th store in Windsor, Ontario on Wednesday September 17, 2008. Both locations are located within a Wal-Mart location.

“These two new locations in Windsor and West Bank promise to make hearing assessments and shopping for hearing instruments as simple and affordable as possible. The Tecumseh Road location, the 2nd clinic in Windsor proper and the West Bank clinic the 2nd in British Columbia will provide accessible and affordable hearing loss treatments enabling us to get the message out as to how crucial your hearing is,” said Robert Oswald, President of HearAtLast. “I encourage residents from the surrounding areas to come out and learn more about our national campaign to offer No Charge hearing assessments throughout all hearing stores.” The company also commented that the store opening in British Columbia displays the geographical reach the company is having in successfully opening HearAtLast stores across Canada.

The addition of these stores brings the current count of HearAtLast clinics co-located in Wal-Mart, Sam's Club and standalone Audiology clinics to 25 Hearing Stores.

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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