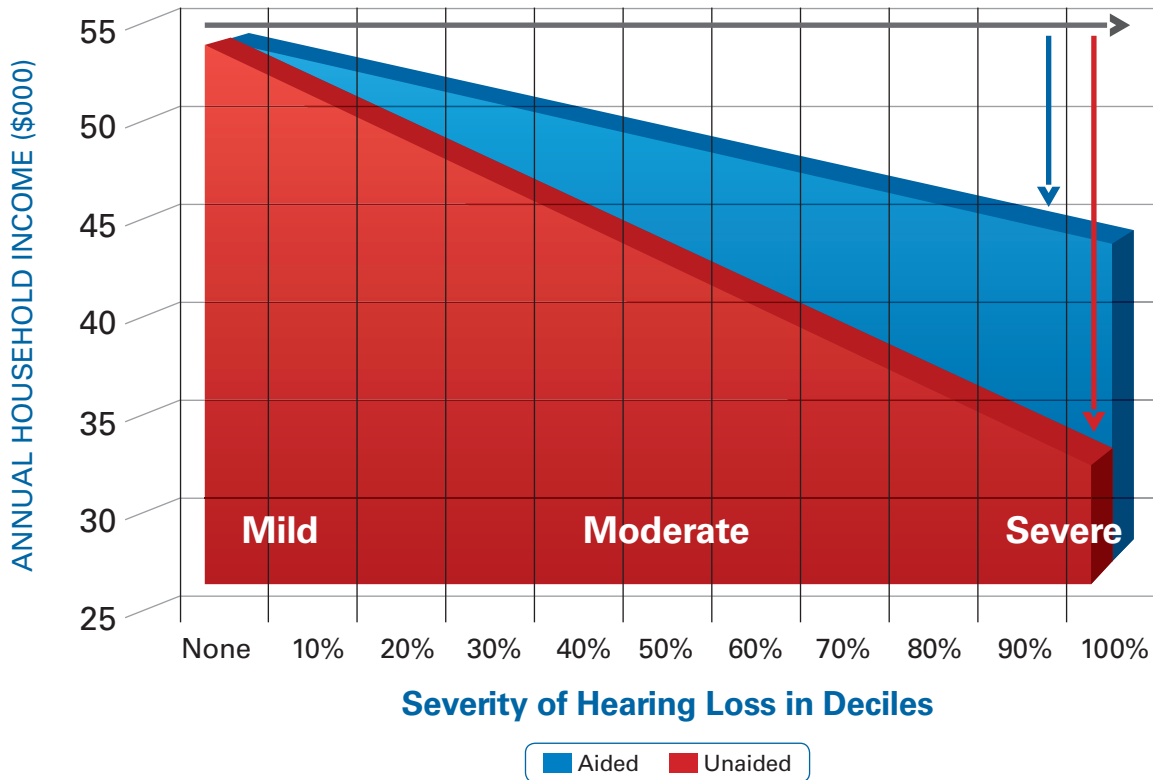


Hearing Less Means Earning Less

But Use of Hearing Aids Cuts Income Loss in Half



- Untreated hearing loss can negatively affect household income, on-average, up to \$23,000 annually.
- Hearing aids mitigate the effects of hearing loss on income by about 50 percent.
- For America's 24 million hearing-impaired who don't use hearing aids, the impact of untreated hearing loss is about \$122 billion annually.
- Cost to society of untreated hearing loss is in excess of \$18 billion due to unrealized taxes.
- Baby boomers may be particularly susceptible to hearing loss due to lifelong exposure to loud music and noise.