

*I personally guarantee
you'll hear better than you
have in years or your money back.
Sam Thomasson*

Dear John Smith,

*Imagine your
own child
not being
able to
hear you.*

I'm Sam Thomasson, an inventor and electronic engineer. When my daughter was born with a hearing loss, my family tried many hearing aids to help her. Nothing worked. So I made it my mission to invent a better hearing aid to tackle specific problems for people like my daughter.

After 10 years in development, more than 50 exclusive patents, and one big breakthrough after another, the Zounds Hearing System has now completely reinvented how hearing aids have been designed, sold, fitted, programmed and priced. The resulting advances combine the best of all worlds into a better hearing aid — at about half the price of other premium brands.*

That's why I'm pleased to announce my one-of-a-kind Zounds Hearing System and this one-of-a-kind offer:

- Call us today to schedule an appointment at a Zounds Hearing Center near you. Or just visit one of our stores. I want you to hear the best hearing aid that you can try before you buy.
- One of our licensed professionals will give you a FREE, comprehensive and private hearing test to determine if you have a hearing loss and how our amazing product can help you.
- Just for coming in and learning more about the Zounds Hearing System, we will give you a \$25 Outback Steakhouse® Gift Card.† No purchase is required.
- If Zounds is right for you, we'll fit and program a Zounds Hearing System to your specific needs — in less than two hours — so you can experience its amazing voice clarity for yourself.
- Finally, this entire offer is supported by my personal 30-Day Money-Back Personal Guarantee. It's enclosed in this envelope.

*You'll hear
the difference
for
yourself.*

more...

Bring the enclosed offer certificate to a nearby Zounds Hearing Center today so you can check out the Zounds Hearing System. Get the free hearing test, watch a quick video and receive a \$25 gift card for Outback Steakhouse.† But hurry in today because this offer expires on 10/15/08.

Visit a Zounds Hearing Center near you at:

King of Prussia Mall (The Pavilion)

Enter mall near The Cheesecake Factory,

around the corner, 1st floor

640 West Dekalb Pike

King of Prussia, PA 19406

Phone: 610-768-4023

Open 9 AM to 9 PM

Sundays 11 AM to 7 PM

Moorestown Mall

Between Boscov's and Sears

400 W Route 38

Moorestown, NJ 08057

Phone: (856) 234-8844

Open 9 AM to 9:30 PM

Sundays 11 AM to 6 PM

Lee Kaplan, AuD, CCC-A, New Jersey License #1128

Oxford Valley Mall

On 2nd floor near Boscov's

2300 E. Lincoln Highway

Langhorne, PA 19047

Phone: (215) 750-0295

Open 9 AM to 9 PM

Sundays 11 AM to 7 PM

Concord Mall

In the mall, next to Sears

4737 Concord Pike

Wilmington, DE 19803

Phone: (302) 478-8300

Open 9 AM to 9:30 PM

Sundays 11 AM to 6 PM

Remember, you'll get a \$25 Outback Steakhouse Gift Card just for finding out more about Zounds. No purchase necessary and no high pressure.

**My daughter knows that "Hearing is Believing."
It's all part of my 30-Day Money-Back Personal Guarantee.**

Thanks for taking the time to read about the Zounds Hearing System and how it's helped my daughter live a more vital life. Now, if you want to hear better, too, simply stop by our store and see the enclosed Personal Guarantee for details.

I really want to help you hear better.

more...

The seven breakthroughs and benefits of the Zounds Hearing System.

Some hearing aids offer you one or two of these features, but not all seven — and not for anywhere near our price.

1. Get a FREE hearing test to determine if you have a hearing loss. If you do and you want to buy a Zounds Hearing System, your new Zounds hearing aids will be fitted and accurately programmed for all 16 frequencies in just two hours.

2. Hear and distinguish voices with amazing clarity through our exclusive electronic noise-cancellation technology. It recognizes and electronically eliminates obtrusive, low frequency restaurant background, fans, car and other noises.

3. Say bye-bye to disposable batteries forever. They're small, expensive, and a pain to replace. At night, place your hearing aid and remote control in the recharging station. The next morning, they're ready for another 18 hours.

4. Eliminate squeals when talking on the phone with our feedback cancellation software. Our sophisticated software instantly recognizes and cancels any amplified sound leaking from around your Zounds hearing aid.

5. Fine-tune your listening experience with the remote control. Though Zounds hearing aids automatically adjust to different environments, you can fine-tune your listening experiences, easily control volume, bass, treble, or 4 presets for specific environments by pressing a button.

6. Enjoy a comfortable fit with disposable foam sleeves. Zounds hearing aids are designed with very comfortable foam sleeves that can expand and contract to fit the contour of your ear canal. They also eliminate your own voice vibrations.

7. Pay only \$1449* — another benefit of our sophisticated technology. All of our leading-edge product development actually made the Zounds hearing aid less expensive to create and fit. And you save even more by buying it directly from the manufacturer.

It outperforms premium brands that cost twice as much.

You'll say "Wow" when you hear the difference...

just one more thing...

My daughter is living a vital life thanks to my Zounds Hearing System. You can, too.

Sincerely

A handwritten signature in blue ink that reads "Sam Thomasson". The signature is fluid and cursive, with the first letters of each word being capitalized and larger than the others.

Sam Thomasson
President and Founder

PS: Call a nearby Zounds Hearing Center store to schedule your appointment for a FREE hearing test, try a Zounds hearing aid before you buy it, and get your FREE \$25 Outback Steakhouse Gift Card. It's all guaranteed risk-free for 30 days!

You'll be glad you did.

* Retail price at Zounds Hearing Center. Payment plan based on 1-Ear Hearing System with down payment of \$144.90 plus applicable sales tax and 60 monthly installments at 11.99% APR. Offer subject to credit approval. Financing provided by CareCredit® Financing, U.S. residents only. Hearing System is introductory offer only. Limit 1 Hearing System per customer. © 2008 Zounds, Inc.

† Customers must view a 10-minute video in a Zounds Hearing Center theater. Offer only valid to hearing loss customers confirmed by hearing test. Gift card provided upon presenting this form at Zounds Hearing Center only. One gift card per customer and per household per year. Not valid with other offers. Offer valid for the first 100 customers from 9/1/08 to 10/15/08. While supplies last. Those who are not the first 100 customers may enter a random drawing, to be drawn on 10/16/08, per store, with a chance to win one (1) \$25 gift card. No purchase required. Void where prohibited. Eligibility restrictions. Outback Steakhouse is a registered trademark of CFC International and is not affiliated with Zounds.