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**NEWS RELEASE**

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**Innovative Offerings Bring Record Attendance  
to AudiologyNOW!® 2010**

(Reston, VA – May 3, 2010)—AudiologyNOW! 2010 exceeded expectations with many successful events and educational opportunities in knowledge, science, and technology for a record-breaking number of participants—7,333.

A key element in the success of the Academy's annual convention and expo was the enhancement of the educational sessions, networking opportunities, and new product offerings that AudiologyNOW! become been known for. This innovation made the experience an important investment for our attendees, their patients, and the profession.

Among the offerings this year were six SuperTracks including Hearing Loss Prevention, Practice Management, Neuro-audiology, Cochlear Implants, Vestibular, and Hot Topics. Additionally, learning modules began this year on the first day of the event, as did the second annual Academy Research Conference (ARC), which focused on auditory research in aging populations.

Gordon Hempton, an Emmy-award winning acoustic ecologist and author, gave a much-talked-about keynote address at the General Assembly, followed the next day by a featured session titled "Lip Reading Nature—A Practical Guide for Hearing Nature's Music." Hempton also autographed 250 copies of his book, *One Square Inch of Silence*, for attendees following both of his presentations.

The New Product Showcase, part of the Audiology Solutions trade show, highlighted the new technology and services available to audiologists from almost 200 participating companies. Oticon was the attendee-selected winner of this year's showcase for the *Oticon Agil*, the next generation premium wireless hearing solution, which delivers better understanding with less cognitive effort.

Over 700 area children and their parents visited the DiscovEARy Zone, held at the R.H. Fleet Science Center in Balboa Park, on Saturday, April 17. The DiscovEARy Zone is a free, interactive, and educational experience about hearing loss and the human ear that has been part AudiologyNOW! for the past three years. It features an exhibit that shows visitors how their ears work, different types of dangerous sounds, and how to protect their hearing.

The Academy is now building upon this year's success in the planning for AudiologyNOW! 2011, April 6–9, in Chicago, IL. To learn more about AudiologyNOW!, visit [www.audiologynow.org](http://www.audiologynow.org).

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*The American Academy of Audiology is the world's largest professional organization of, by, and for audiologists. With an active membership of more than 11,000 audiologists, the Academy promotes quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness, and support of research.*