



**Important Field Trials Are Scheduled In Your Area
Month 00 - Month 00, 2012.**

Technology Research Center
P.O. Box 99999
Glenview, IL 60026

PRESORTED
STANDARD
U.S. POSTAGE
PAID
BELTONE

**Sample:
Experience The Latest State-Of-The-Art Technology.**

Sample A. Sample
123 Any Street
Apartment 000
Anytown, US 12345-6789
.....
Sample A. Sample
123 Any Street
Apartment 000
Anytown, US 12345-6789

**Important Field Trials Are Scheduled In Your Area
Month 00 - Month 00, 2012.**



Invitation No: 52970 636 23508

**Sample,
Don't Miss Our 5-Day Field Trial!**

Dear Sample:

Here's a wonderful opportunity to do something about your hearing loss - free of charge. Beltone is seeking area residents like you to help field test a revolutionary new hearing instrument with 100% digital technology. There is no fee to participate, and you are under no obligation.

See and hear the amazing digital difference .

- Comfortable to wear and virtually invisible.
- Eliminates the common "stopped up ears" sensation.
- Improves hearing in noisy environments.

Visit during our trial dates October 5-9, 2012.

If you wish to be selected for this Field Trial, please call now for an appointment. Our licensed Hearing Care Professionals will perform a FREE hearing analysis in our office, at no cost whatsoever, to determine if you are a candidate for this special trial. We're looking forward to helping you hear as effortlessly as you did before.

Sincerely,

John Hearing
Beltone

P.S. Only XX number of patient appointments available per day, so please call us today or log on at www.beltone.com.



**Beltone Has
Over 1,500 Locations
Nationwide**

**Beltone Has Today's
Smallest, Lightest
Hearing Instruments**

**Beltone Has Been
Helping The World
Hear Better
For Over 70 Years**

**Call Your Nearby Beltone Hearing Center For An Appointment.
FIELD TRIAL EVENT: OCTOBER 5-9, 2009**

**Office Address
State, City and Zip
Landmark if given
Phone Number**

**Office Address
State, City and Zip
Landmark if given
Phone Number**

**Office Address
State, City and Zip
Landmark if given
Phone Number**

**New Variable
Message
To Come**

**Sample,
Try Our Latest Technology!**

FIELD TRIAL EVENT: OCTOBER 5-9, 2012

Experience how Beltone's 100% digital technology can help your hear comfortably and clearly in any environment. Our revolutionary open-fit Beltone Reach™ uses advanced directional microphones that allow you to focus on sounds in front or behind you — and automatically adapts to both small groups and large, noisy situations.

If our **FREE Hearing Evaluation** shows you are a qualified candidate, you can evaluate the Beltone Reach without any cost or obligation just for sharing your immediate feedback on its performance.

This Is A Wonderful Opportunity!

Come learn if hearing help is available for your hearing loss while you participate in our in-office technology trial FREE OF CHARGE.



Patient Success Stories:

Hear what Beltone patients from across the nation have to say about Beltone's people, service, and technology.



"Beltone has saved me from missing out on conversations with my husband and grandchildren, and from the embarrassment of asking people to repeat things. My hearing aids are so discreet people I know very well can't even see them — like my dentist when she was cleaning my teeth!"

— Betty Kinstle



"A physician has to be able to listen, and being visually impaired it's important I hear all the things around me. My hearing aids have brought my life back. I have only praise for Beltone; it's been a great experience to feel part of a family that takes personal interest in the challenges I face."

— Dr. Raymond Mis

Top 10 Warning Signs Of Hearing Loss:

If you experience these warning signs repeatedly or in combination, they may indicate a hearing loss.

1. People seem to mumble more frequently.
2. You experience ringing in your ears.
3. You often ask people to repeat themselves.
4. Your family complains that you play the radio or TV too loudly.
5. You no longer hear normal household sounds, such as the dripping of a faucet or the ringing of a doorbell.
6. You have difficulty understanding a conversation when in a large group or crowd.
7. You have trouble understanding all the words in a conversation.
8. You find telephone conversation increasingly difficult.
9. You have trouble hearing when your back is turned to the speaker.
10. You have been told you speak too loudly.

**Be Sure To Bring This Coupon With You
When You Visit Us For Your Appointment.**

EXCLUSIVE IN-STORE SAVINGS COUPON

Save \$800.00 On Your Purchase*

Savings Code:
52970 636 23508

Reserved For:
Sample A. Sample
123 Any Street
Apartment 000
Anytown, US 12345-6789

Offer Expires: 00/00/12



*Beltone Reach Technology only. Cannot be combined with other offers. Discount off MSRP. \$400 off one instrument. Previous purchases excluded. All Beltone Centers are independently owned and operated. Benefits of hearing aids vary by type and degree of hearing loss, noise environment, accuracy of hearing evaluation and proper fit.

NON-TRANSFERABLE OFFER • NOT TO EXCEED \$800.00

**Call Your Nearby Beltone Hearing Center For An Appointment.
FIELD TRIAL EVENT: OCTOBER 5-9, 2012**