



Beltone Gives You The Latest Technology, To Help You Tune Into Life Again.



Beltone P.O. Box 99999 Glenview, IL 60026

RESORTED STANDARD U.S. POSTAGE PMD BELTONE

Sample A. Sample,
The Beltone Better Hearing Event Is Coming
To <City Name> Month 01-31, 2010

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

INFORMATION ENCLOSED
PLEASE R.S.V.P. TO RESERVE YOUR FREE APPOINTMENT

Beltone Helping the world hear better

Sample:
Experience The Latest
State-Of-The-Art Technology.
<City Name> Month 01-31, 2010

Ignoring hearing loss won't make it go away — and left untreated it can only get worse over time. At our FREE Better Hearing Event, you can discover if you have hearing loss that can be corrected by Beltone's state-of-the-art technology.

- **FREE PERSONAL HEARING SCREENING** — make sure you are hearing as well as you could be.
- **IN-OFFICE PRODUCT DEMONSTRATION.** Personally experience Beltone's latest technology—the Beltone Touch™ and Reach™.
- **INNOVATIVE TECHNOLOGY.** Virtually invisible hearing instruments with natural sound quality to improve your life.
- **FREE BELCARE™ LIFETIME FOLLOW-UP CARE.** Enjoy peace of mind with service guarantees throughout the life of your hearing instrument.
- **MANY SPECIAL GROUP DISCOUNTS AVAILABLE.** Inquire during your visit.

You can count on Beltone for the right solutions to your hearing loss. We've been America's hearing care professionals for over 70 years, with over 1,500 locations nationwide including your neighborhood. And industry innovations start with us, like the smallest digital hearing instrument — the Beltone Touch™. So please bring in the coupon below for your FREE Hearing Screening, and make sure you are hearing as well as you could be. To save time, call first for a convenient appointment. We're looking forward to helping you hear as effortlessly as you did before.

MANY STYLES TO CHOOSE FROM DESIGNED TO FIT YOUR HEARING LOSS, LIFESTYLE AND BUDGET.

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.
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

Sample A. Sample,
If You Have A Hearing Loss, You Are Not Alone:

- 1 in 10 Americans have a hearing loss — more than 31,000,000 people.
- Only 13% of physicians screen for hearing loss during a physical.
- 3 in 10 people over 60 have hearing problems.
- 60% — the majority of people with hearing loss are male.
- 1 in 6 baby boomers (ages 41-59) have hearing problems.
- 65% of people with hearing loss are below retirement age.

TAKE ADVANTAGE OF THIS LIMITED-TIME SAVINGS OFFER
Bring The Enclosed Coupon To Our Better Hearing Event!

Visit The Location Nearest You For Your FREE Hearing Screening

<input type="checkbox"/> BARTLETT 1-800-000-0000 Office Address, State, City and Zip, Landmark if given	<input type="checkbox"/> CAROL STREAM 1-800-000-0000 Office Address, State, City and Zip, Landmark if given	
<input type="checkbox"/> SCHAUMBURG 1-800-000-0000 Office Address, State, City and Zip	<input type="checkbox"/> STREAMWOOD 1-800-000-0000 Office Address, State, City and Zip	

BE SURE TO REMOVE THIS COUPON AND BRING TO OUR BETTER HEARING EVENT

Beltone Helping the world hear better

Save \$800.00
On Your Purchase* During
Our FREE Better Hearing Event
Month 00 - 00, 2010
NON-TRANSFERABLE OFFER • NOT TO EXCEED \$800.00
Details On Reverse Side

INVITATION NO: 9999 9999 999999
OFFER EXPIRES: Month 00, 2010

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

See Attached Insert For The Location Nearest You

CALL TODAY — FOR YOUR FREE HEARING ANALYSIS APPOINTMENT

2-Panel Coupon Booklet

BELTONE SELF-MAILER

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<City Name> Month 01-31, 2010

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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.

Call Your Nearby Beltone Hearing Center For An Appointment.
EVENT DATES: MONTH 00 - 00, 2010

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 Message To Come