

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

INVITATION NO.:

999999999

EVENT DATES

December 00 - 00, 2012

EXCLUSIVE SAVINGS CERTIFICATE
Beltone
Helping the world hear better
Save \$800.00
On Your Purchase

*Valid towards the purchase of a Beltone True™ hearing aid system (two instruments), \$400 maximum off single instrument. Discount based on manufacturer suggested retail price. This offer cannot be combined with any other offers or discounts. Previous purchases excluded. Cannot be redeemed for cash value. One time use only. Card must be forfeited at time of purchase.

Non-Trans

IMPORTANT:
This Free Hearing Analysis
Is Only Available For
A Limited Time, So Please
Call To Request Your
Appointment Today.

*If you are among the millions of
Americans whose hearing may not be what
it used to be, we invite you to visit us
during the Free Better Hearing Event
in your community.*

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Anytown, US 12345-6789

Free Hearing Analysis
Reserved For:
Sample A. Sample

INVITATION NO.:

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December 00 - 00, 2012

**Experience The
Beltone Difference**



FREE Personalized Hearing Screening.
Make Sure You Are Hearing As Well
As You Could Be.

In-Office Product Demonstration.
Personally Experience Beltone's
Wireless Technology, The Beltone True.

Innovative Technology.
Cosmetically Appealing Hearing Instruments
With Natural Sound Quality.

Free BelCare™ Lifetime Follow-Up Care.
Enjoy Peace Of Mind With
Service Guarantees Throughout The
Life Of Your Hearing Instrument.

SAVE BIG!
With The Enclosed \$800 Certificate

Sample: We Invite You To Come
FREE Hearing Analysis With No

Sample A. Sample,

Chances are, you've known for some time about
needs to be addressed. So, you'll be pleased to find
Hearing Care Center and receive a comprehensive
whatsoever. Simply call your Beltone Center at
the **Better Hearing Event - December 00-00, 20**

When you come in for your FREE Hearing /
Our licensed Hearing Care Professionals will perform:
• A Personalized Hearing Health Assessment
• A visual ear examination using a video otoscope
• Testing to determine your ability to respond to sounds and repeat spoken words

If a medical problem is found, such as impacted ear wax,
appropriate treatment. In fact, Beltone guarantees that you will not be fit with amplification unless
your loss is severe enough to warrant a recommendation. So please be reassured that your Beltone
Center is the right place for your initial consultation.

The procedure is fast and painless, and follows
that can be corrected with hearing instruments — as occurs 90% of the time — it's good to know
that Beltone is the global leader in hearing health care.

We offer revolutionary digital hearing instruments that offer clearer, more comfortable hearing...
a cosmetically appealing appearance...and prices that fit your budget. And when you bring in this
letter, you'll receive a FREE "Test Drive" so you can hear for yourself all the advantages of
Beltone's latest wireless technology, the Beltone True.

Please take the first step and come in during the Better Hearing Event for your FREE Hearing
Analysis. Call today for a complimentary appointment. We're looking forward to helping you hear as
effortlessly as you did before.

Best regards,

Beltone Contact Name
Beltone Contact Title

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Beltone
Helping the world hear better
Save \$800.00
On Your Purchase

Beltone Better Hearing Event
December 00 - 00, 2012

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

Invitation No: 9999 9999 999999
Expires: Month 00, 2012

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NON-TRANSFERABLE OFFER

▼ DETACH THIS SAVINGS CERTIFICATE AND USE IT ON YOUR FIRST PURCHASE! ▼

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

We Look Forward
To Seeing You During Our
Better Hearing Event
December 00-00, 2012

**Call To Schedule Your
FREE Hearing Analysis TODAY!**

Sample: We Invite You To Come In Today For Your
FREE Hearing Analysis With No Cost Or Obligation.

Sample A. Sample,

Chances are, you've known for some time about your hearing loss. And we're sure you realize it
needs to be addressed. So, you'll be pleased to find out that you can visit your nearby Beltone
Hearing Care Center and receive a comprehensive hearing analysis — and with no obligation
whatsoever. Simply call your Beltone Center and choose the time most convenient for you during
the **Better Hearing Event - December 00-00, 2012.**

When you come in for your FREE Hearing Analysis, you'll be in excellent hands.
Our licensed Hearing Care Professionals will perform:

- A Personalized Hearing Health Assessment lifestyle consultation
- A visual ear examination using a video otoscope
- Testing to determine your ability to respond to sounds and repeat spoken words

If a medical problem is found, such as impacted ear wax, you will be immediately referred for
appropriate treatment. In fact, Beltone guarantees that you will not be fit with amplification unless
your loss is severe enough to warrant a recommendation. So please be reassured that your Beltone
Center is the right place for your initial consultation.

The procedure is fast and painless, and follows national guidelines. Should you have hearing loss
that can be corrected with hearing instruments — as occurs 90% of the time — it's good to know
that Beltone is the global leader in hearing health care.

We offer revolutionary digital hearing instruments that offer clearer, more comfortable hearing...
a cosmetically appealing appearance...and prices that fit your budget. And when you bring in this
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Please take the first step and come in during the Better Hearing Event for your FREE Hearing
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looking forward to helping you hear as effortlessly as you did before.

Best regards,

Beltone Contact Name
Beltone Contact Title

Visit The Location Nearest You:

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

Beltone APPOINTMENT CONFIRMATION:
Helping the world hear better
Date ___/___/2012 Time _____

Sample:
Don't Ignore The Warning
Signs Of Hearing Loss.

Fast Facts:
Did You Know...

Only 15% of doctors
routinely screen for hearing loss
during a physical.

Noise is one of the most common
causes of hearing loss.

Recent studies have
shown that a spouse's
hearing loss can negatively
affect a marriage.

Hearing loss treatment
has been shown to increase
earning power and improve
physical health.

**Call To Schedule Your
Appointment Today With A Beltone
Hearing Care Professional!**

**Personalized Hearing
Health Assessment (PHHA)**

*A simple lifestyle assessment is important in
determining your specific hearing needs. At
Beltone, we offer the exclusive Personalized
Hearing Health Assessment (PHHA). This
simple questionnaire helps us understand how
and where you spend your time, so that we can
recommend the technology that will best suit you.
Your Beltone hearing care professional will review
the results of your PHHA assessment with you
and will give you a hearing screening to find out
whether or not you have a hearing loss. He or she
will then consult with you on next steps
for your hearing care needs.*

BELTONE
INVITATION DIRECT MAIL