



Audiologists Drive Consumer Awareness With "Win a Wii" Contest

AuDNet, Inc. Launches a Targeted Campaign to Heighten Consumer Awareness and Educate Individuals Everywhere About the Importance of Proper Hearing Care

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BURNSVILLE, MN - In celebration of "Better Hearing Month," and in order to raise consumer awareness about the importance of hearing care, [AudNet, Inc.](#), a national network of [audiologists](#) and Doctors of Audiology, launched a targeted marketing campaign and "Win a Wii" contest recently at the annual meeting of the American Academy of Audiology. By visiting the user-friendly consumer education website, www.NowiHear.com, individuals have the opportunity to learn important tips about hearing health, watch brief informational videos, and enter to win the highly sought-after Wii gaming console.

"Historically, topics like [hearing care](#), [hearing aids](#), and [hearing loss](#) aren't associated with trendy, hip, and cool," remarked AuDNet, Inc. CEO, Dr. Kathy Foltner. "What we're doing is aligning [audiology](#) with something the consumer is familiar with so that we grab their attention and get them thinking about their [hearing health](#) in a different way. Our overall goal is to educate individuals about the importance of seeing a [licensed audiologist](#) if they are experiencing hearing issues, while pairing the subject with something associated with fun and in-demand!"

To register for the contest, consumers can simply go to www.NowiHear.com, click on "Contact," fill out the necessary field information and type "Win a Wii" in the comments section. The contest will culminate on May 19, 2008.

About AuDNet, Inc.

AuDNet, Inc. is a national network of licensed audiologists and Doctors of Audiology who are "THE Hearing Experts." AuDNet Audiologists and Doctors of Audiology are an elite group of highly trained, educated, licensed, and experienced professionals who specialize in audiology care and rehabilitation including hearing aids. Although AuDNet audiologists can diagnose all ages, the growing aging demographic means millions more of Americans must understand who is best qualified to solve problems associated with hearing loss. To learn more about AuDNet visit www.aud-net.com or call 1-800-308-7290.

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