

^{E.A.R.}**SOUND CHECKER™**

Personal Sound Level Meter

PRESS RELEASE

September 17, 2010

BOULDER, CO.

E.A.R. Inc. announces new “E.A.R. Sound Checker™” designed to protect hearing by easily checking surrounding decibel levels.

The E.A.R. Sound Checker™ is a personal Sound Level Meter which indicates if sound levels are safe or dangerous and helps the user determine whether hearing protection should be worn. Just point the E.A.R. Sound Checker™ toward a sound source, press the button and three LED Lights indicate decibel levels in the surrounding area.

A flickering green LED indicates sound levels below 60 dB.
A constant green LED indicates sound levels from 60 dB to 75 dB.
A flickering yellow LED indicates sound levels from 75 dB to 80 dB.
A constant yellow LED indicates sound levels from 80 dB to 100 dB.
A flickering red LED indicates sound levels from 100 dB to 105 dB.
A constant red LED indicates sound levels above 105 dB.

Hearing protection is recommended when noise levels exceed 85 dB.

Garry Gordon, audiologist and C.E.O. of E.A.R., Inc. says, “We are excited about how easy and convenient the E.A.R. Sound Checker makes it to determine if surrounding noise levels are harmful to your hearing, or to your loved ones’ hearing.”

The batteries included can be used for up to 10,000 measurements.

The E.A.R. Sound Checker™ comes connected to a key ring that can be attached to a pouch containing the user’s hearing protection devices.

Uses include shooting, music concerts, dance clubs, machinery, military, law enforcement, industrial settings, sporting events, motor sports, restaurants, movies, aerobics, etc.

About E.A.R., Inc.

E.A.R. Inc., headquartered in Boulder, Colorado, U.S.A., was developed by Garry G. Gordon, M.S. (audiologist) and his advisors to support the needs of major corporations attempting to comply with state and federal regulations regarding noise. E.A.R. Inc. combined forces with Insta-Mold Products, Inc. to research, manufacture and internationally market high-grade silicones for the hearing industry. E.A.R.’s Chameleon Ears™ heat-curable silicones and electronic hearing enhancement/protection systems are leaders in the industry. Today, E.A.R., Inc has a worldwide network of providers for distribution and service and will be celebrating their 40th Anniversary in 2011.

For more information, contact:

E.A.R./Insta-Mold, Inc
P.O.Box 18888
Boulder, CO. 80308 U.S.A.
(800) 525-2690
(303) 447-2619
E-mail: info@earinc.com
Websites: earinc.com, EARsoundchecker.com

Print-quality photos of these and other products are available in the Media section of E.A.R.’s website: <http://library.earinc.com/>

###

