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News Release

AudiologyNOW!® 2010 Offers Audiologists Cutting-Edge Technology, Timely Practice Ideas During Down Economic Times

(Reston, VA) — Nearly 7,000 audiologists will gather by the sea in sunny San Diego, CA for AudiologyNOW!®, the annual convention of the American Academy of Audiology, which will be held April 14–17, 2010, at the San Diego Convention Center.

Along with familiar events from previous conferences, such as General Assembly, Audiology Solutions, and Trivia Bowl, new items will be offered for the first time this year, giving audiologists unequalled educational content covering cutting-edge audiological research, as well as timely ideas for managing their practice in a tough economy.

Among the highlights of this year's event is the return of the Academy Research Conference (ARC), which made its debut at the 2009 convention in Dallas. ARC10 will be held Wednesday, April 14 and is titled: "In with the Old: New Research on Aging and Hearing Health." It will focus on the impact of aging on the auditory system from the periphery to the auditory portions of the cortex, including its impact on cognition.

This year's Marion Downs Lecture will be presented by Mary Pat Moeller, PhD, and director of the Center for Childhood Deafness at Boys Town National Research Hospital. Her presentation is titled "Optimizing Early Word Learning in Infants with Hearing Loss," and will be presented on Friday, April 16.

Among the new items offered for 2010 include additional Learning Modules, which will be offered on Wednesday, and afternoon Featured Sessions on Saturday, allowing attendees to earn up to 3.4 CEUs. Online learning will also be available, and the number of Jerger Awards for Excellence in Student Research will increase to four from three in years past. On-site child care and youth programs will be available for children aged six months to 15 years.

Audiology Solutions, the exhibit area of AudiologyNOW!, will not only feature the latest technology, new products, and services in hearing health care as in year's past, but will also feature new attractions. Research and clinical posters will be on the exhibit floor, as will the re-imagined New Product Showcase. Industry updates and Attendee Idea Zones, where



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participants can brainstorm on various hearing health-care topics with their colleagues, will also take place at Audiology Solutions. Attendees will also be able to plan out their visit to the exhibit area using the Virtual Show Floor. This new feature will allow attendees to see what exhibitors are participating at AudiologyNOW! and get more information about the companies and the products and services they will be highlighting.

AudiologyNOW!, the unparalleled annual event of, by, and for audiologists, will also be comprised of exciting Learning Modules, Featured Sessions, Learning Labs, and Exhibitor Courses. In addition, AudiologyNOW! 2010 SuperTracks will include learning opportunities in the following topics: Hearing Loss Prevention, Practice Management, Neuro-Audiology, Cochlear Implants, Vestibular, and Hot Topics. For more information, please visit AudiologyNOW.org.

The American Academy of Audiology is the world's largest professional organization of, by, and for audiologists. With an active membership of more than 11,000 audiologists, the Academy promotes quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness, and support of research. To learn more about the audiology profession and how audiologists are helping the 36 million Americans who experience hearing loss, please visit the Academy's Web site at www.audiology.org.

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To arrange for an interview or a press pass to this event, please contact Amy Miedema by e-mail at amiedema@audiology.org.