



NEWS

For Immediate Release

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Family-owned Hearing Center is Expanding -- Opens New State-of-the Art Office in Webster

New Location to Better Serve East Side Residents

Rochester, New York – August 2006 - Advanced Hearing Centers, a growing locally-owned audiology practice based in Greece, has announced that it is expanding and is opening its second office in Webster. The new office officially opens August 14 at 2000 Empire Blvd. Suite 220.

Advanced Hearing Centers has seen steady growth since it was founded just four years ago in 2002 by Andrew Morabito, BC-HIS. The practice offers comprehensive audiological services to adults and children including diagnostic testing, hearing aid evaluations, fittings and repairs, hearing aid verification testing, patient and family counseling on the effects of hearing loss, and tinnitus testing, counseling and treatment. The practice serves patients from a wide geographic area - from Genesee to Wayne Counties.

“We made the decision to expand because we understand how important convenience is to our patients, especially since they are older and often need follow-up care to maintain their hearing quality,” says Morabito. “The Rochester area has a substantial older population, and as we continued to see more patients from the east side drive to our Greece office we knew that it was time to open a second location.”

“We spent several months assessing options before finalizing the new location on Empire Boulevard, which is very accessible, offers free parking, and will be more central to those with hearing problems who live in Perinton, Penfield, Webster, and in Wayne County, Ontario, Walworth and Macedon.”

The Greece office at 1100 Long Pond Road will continue to serve patients in the same way as it has in the past, with the same level of staffing and commitment to patient care.

New Office Offers State-of-the Art Technology & Personal Care

The new office offers state-of-the-art audiology technology with the most sophisticated otoscope available, and a reality room with real-world sounds to accurately test hearing.

Carrie Morabito, AuD will direct the new office's operations. Dr. Morabito received her Audiological Doctorate degree from the University of Buffalo and is licensed in New York State. She is a member of the American Academy of Audiology, the Academy of Dispensing Audiologists and the American Speech Language Hearing Association.

"An essential aspect of our growth that we are adamant about preserving is the ability to provide patients with exceptional personal care and comfort so they know that their hearing instruments are fitted with their unique individual needs in mind," says Dr. Morabito. "We are first and foremost a family-owned practice that will always take the time to listen to our patients, acknowledge their concerns and explain, in detail, everything they need to know."

In celebration of the Webster office opening, Advanced Hearing Centers is offering a two-year supply of hearing aid batteries – free to every person who comes in for a full hearing evaluation in August.

Advanced Hearing Centers has shared its success by giving back to the community through a significant commitment to preventive and community service work. It is well known for its work with the Starkey Hearing Foundation, giving away free hearing aids to children around the world who can't afford them. In Rochester, Advanced Hearing Centers also founded Operation Hear-Safe, a program that includes donation of thousands of ear plugs to non-profit organizations, which distribute them at events where exposure to loud noises could damage hearing. Advanced also periodically provides free hearing screenings at area nursing homes, and senior and assisted living centers.

Advanced Hearing Centers provides comprehensive audiological evaluations and hearing aid services.

Greece: 1100 Long Pond Road, Rochester, NY 14626, 585.225.1100

Webster: 2000 Empire Boulevard, Webster, NY 14580, 585.216.1080

www.advancedhearingcenters.com

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