

Embargo until 11 November 2010



MAICO

A New Force in UK Audiology Instrumentation

BALHAM, LONDON, NOVEMBER 9TH 2010:

PC Werth & MAICO create partnership in UK & Ireland

Two of the longest established names in audiology are now a new force in audiology supply, as PC Werth and MAICO Diagnostic partner one another in the UK and Ireland.

Announced at the BAA Conference in Edinburgh, **PC Werth and MAICO** are bringing over 130 years' of combined expertise, passion and innovation to the UK market. This is driven forward by new management teams and a shared vision of better choice and value to benefit UK audiologists.

Tom Parker, MD at PC Werth explains that *"audiology today demands new levels of innovation, lateral thinking and value from suppliers. At PC Werth, we are committed to meet these demands head on. MAICO understands this and is keen to work with us to re-establish what is one of the quintessential audiology brands as a leading force in the UK."*

"MAICO is at the heart of PC Werth's full, yet flexible range, based around the highest technology and a competitive pricing structure. Even better, this is all underpinned by MAICO's standards of quality, technical research and development that I can only describe as "German". They are quite fantastic."

Andreas Kurzbuch, MAICO Director of International Sales says *"PC Werth's new direction and staffing have the strength and market acceptance which MAICO needs to be successful in UK. I'm glad to team up with PC Werth and I'm sure that MAICO and PC Werth will take this opportunity together to add another dimension in quality and value in the UK. It is also important to me that our two companies' shared values and heritage forms the basis of a strong partnership that meets the requirement of the important UK market"*.

The MAICO range of instruments includes **screening, diagnostic and clinical audiometers. Tympanometry and OAE solutions include the unique EroScan Pro Tympanometer-OAE system.**

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The MAICO range also includes AABR systems with a particular focus on newborn screening and paediatrics. With the BERAPHONE AABR measurement system, MAICO has a unique patented solution for testing without electrode sticking.

MAICO instruments are available from PC Werth for supply from December.

INFORMATION ABOUT P C WERTH LTD

Whatever your needs for audiology, hearing and hearing healthcare, PC Werth can help.

Established in 1947 by our dynamic founder, Peter Werth, PC Werth played an instrumental role establishing the UK's independent hearing healthcare sector. Now a leading supplier to all hearing healthcare practitioners, PC Werth also supplies soundfield and associated services to schools and learning establishments. Operating nationwide from our London offices, the PC Werth Hearing Division offer a genuinely personal and nationwide service to hearing healthcare professionals, while our Listening Division provides group communication solutions for environments where the fundamentals of communication and hearing is of primary importance. Find out more at www.pcwerth.co.uk.

INFORMATION ABOUT MAICO Diagnostic GmbH

For more than seven decades MAICO has been an innovator in audiological instruments, developing, producing and distributing reliable products ranging from hearing screening to diagnostic solutions.

MAICO has grown over the years to fulfill the specialized needs of the growing field of audiology. From screening audiometers for school nurses and General Practitioners to complex diagnostic instruments for in-depth examination, MAICO provides novel and efficient tools for hearing professionals.

The future of MAICO is to continue our commitment to providing state-of-the-art technology; fast, reliable service; usability and customer support.

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