

FOR IMMEDIATE RELEASE

**GN OTOMETRICS AND FALL PREVENTION CLINICS OF AMERICA™ TEAM UP TO
REDUCE U.S. MORTALITY RATES FROM FALLS INJURY**

GN Otometrics and Fall Prevention Clinics of America™ deliver leading edge diagnostics to Family Practice and Internal Medicine practices working with patients at risk for the 5th leading cause of death among seniors – falls induced injury.

“In April of 2008, the Centers for Disease Control and Prevention announced that falls induced mortality rates increased 39% from 1999 through 2005. Curbing that alarming trend will take an army of physicians, working with Medicare’s initiatives for fall prevention, as well as leading edge diagnostic equipment like GN Otometrics’ Chartr systems. Our medical offices use the Chartr system to diagnose and define treatment protocols for people suffering with dizziness and balance dysfunction” states Michael Bearce, Executive Director of Fall Prevention Clinics of America.

The announcement from GN Otometrics North America headquarters in Shaumburg, IL ushers in the best practice of medical experience and technological advantage to the average Internal Medicine and Family Practice physician looking for an in-office diagnostic solution to the epidemic of injuries and deaths caused by falls in the U.S.

“A new generation of diagnostic balance assessment devices will enable more physicians to take part in fall prevention. The latest equipment from Otometrics communicates diagnostic data directly through the internet, so that physicians can share diagnostic assessments with balance specialists from Fall Prevention Clinics of America.

Thereby we provide a straight forward entry for new physician practices to enter into the field of diagnosing dizziness and balance disorders” states Soren Holst, President of GN Otometrics.

Fall Prevention Clinics of America™, headquartered in Naperville, IL is Chicagoland's premier M.D. practice specializing in the diagnosis and treatment of dizziness and balance dysfunction among people of all ages. For more information about the Fall Prevention Clinics of America™ - go to www.fallpreventionclinics.com

Copenhagen-based GN Otometrics is the world's leading manufacturer of hearing and balance instruments and software. Its North American headquarters is in Schaumburg, Illinois. The company has solutions that range from infant-screening applications and audiologic diagnostics to balance testing and hearing-instrument fitting. More information about GN Otometrics can be found at www.otometrics.com.

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