

August 15, 2018

Dear Canadian Armed Forces Community Members,

As your partner in hearing healthcare, we are writing you this letter because HearingLife and its partner clinics are committed to helping as many people as possible to solve their challenges with hearing loss.

The ability to hear well is essential to your quality of life by allowing you to effectively communicate with your family, friends and co-workers. According to the Canadian Health Measures Survey, nearly half (47%) of Canadians over the age of 60 suffer from hearing loss. Early identification and treatment is crucial to staying socially connected, happy, engaged, and to keeping your brain healthy. Untreated hearing loss can contribute to isolation, depression, mental fatigue, confusion, and increase the risk of developing dementia! ^[1]

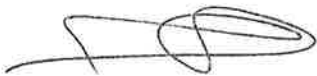
SPECIAL OFFER FOR CF1 card holders – We're hosting a series of DEMO-DAYS to showcase the latest hearing aid technology. These new hearing aids are proven to provide a substantial improvement in speech understanding in the presence of background noise. The state-of-the-art processor delivers sound in a natural way – even in challenging environments, such as a busy restaurant. Come in and hear the difference the latest hearing aid technology can make in your life.

As a CF1 card holder, you are also eligible for the following special benefits:

- Complete a FREE, no obligation hearing test and get 50 AIR MILES® reward miles.*
- SAVE 10% off the everyday pricing or limited time promotional pricing on select hearing aids.

Don't wait – Call us toll-free at **1-888-497-0461** to schedule your complimentary hearing test and hearing aid demonstration by September 30, 2018. We're happy to explain all of the details.

Sincerely,



Gino Chouinard
President, HearingLife & National Affiliated Partners

This offer is not available to currently serving CAF members. [1] <http://campaignforbetterhearing.ca/research/> *Hearing tests are provided free of charge for adults ages 18 and older. This offer is non-transferable, limited to first-time hearing tests for adults ages 50 and over. This offer cannot be combined with other promotional offers for hearing tests. Offer not valid in Quebec. Please allow 45 days for Miles to be posted to your Collector account. Some conditions may apply. Please see clinic for details.

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Promo Code: LTP-DEMO-CFA