

PRESS RELEASE



FOR IMMEDIATE RELEASE

You hear with your ears, but you listen with your brain ***Cubex introduces innovative programme to improve listening***

London, 8 July 2009

Many people that have suffered hearing loss for some time lack confidence in their communication skills and need help on their journey back to better hearing. Even after you have been fitted with hearing aids, it takes time to adjust to retrain your brain to recognize forgotten sounds (sss, sshh, etc.)

CUBEX, independent hearing audiologists in London, have introduced the **LACE (*Listening And Communication Enhancement*)** programme which they consider to be one of the essential steps in the rehabilitation journey.

Cubex are pioneering this program in the UK and Lorna Frost RHAD FSHAA is the only UK co-ordinator. This outstanding auditory training has helped thousands of people increase their listening skills (by up to 45%). Interactive and adaptable to individual performance, LACE presents challenging and enjoyable tasks with immediate feedback on personal progress. It's not just people with hearing impairment that find understanding speech in noisy situations difficult – some of us with normal hearing do too!

Whether you wear hearing aids, are just acquiring aids, or simply wish to improve your listening confidence, this interactive computerized programme will help you develop communications strategies, by strengthening thinking and memory skills, and teaching you how to conquer listening challenges.

LACE is like physical therapy for your ears and is very important in helping you achieve the highest possible satisfaction. To achieve maximum benefits you need to complete the **full training program**. It only takes 30 minutes a day for few weeks (20 training sessions) to significantly improve your hearing, listening and communication skills.

Hearing aids can help a person detect softer sounds and achieve better hearing, but will not restore normal hearing or central auditory processing (how the brain analyzes

PRESS RELEASE

sound). As a therapy programme, **LACE** is designed and clinically proven to improve the brain's ability to discriminate speech sounds and enhance communication abilities.

With LACE, Cubex offers its clients benefits that go beyond hearing instrument technology. Through their complete **rehabilitation programme**, the client is not only ensured of a significant improvement in hearing, but also, a significant enhancement to listening and speech recognition skills, enabling a confident return to an active daily life.

Testimonial:

"I attend lectures and used to panic when the lecturer turned away from the microphone. I used to say to myself "I'm not going to hear anything now". After LACE, I have learned to stop this and to keep focusing on what the lecturer is saying. I'm now much more attentive and my confidence has improved... I know I am hearing more than I was before the training". (Adele Nicod)

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Notes to the Editors:

About Cubex

For nearly half a century Cubex has helped thousands of people achieve better hearing and has provided vital support with its unique aftercare programme. Through its association with the world's leading manufacturers of hearing aids it has brought to market pioneering developments in hearing aid technology.

As independent hearing aid audiologists, Cubex combines superior hearing healthcare with state of the art technology to offer its clients a comprehensive range of services for all hearing needs (information on hearing protection, hearing aids or accessories). It provides total support for all hearing difficulties through the use of technology, combined with professional expertise and experience.

For more information on Cubex services, please visit www.cubex.co.uk or contact:

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