

	Corporately Owned Outlets		Manuf. Branded Outlets		Affiliated Providers	
	2004	2011	2004	2011	2004	2011
<u>Amplifon</u>						
Miracle Ear			1,000	1,200		
Sonus	121	27		150*	1,400	
Amplifon H.C.	58	50				
Hear PO						
Elite Hearing Network						1,600*
<u>W. Demant</u>						
<u>Avada</u>	163	280				
<u>AHAA</u>					2,200	2,000
Hearing Health Care Mgt.						150
<u>Hear USA</u>	183	180			1,400	1,900
Costco	100	250*				
Starkey						
<u>Audibel</u>			1,000	1,100		
GN Resound						
<u>Beltone</u>			700	1,500		
<u>Sonova</u>						
P.P. Purchases		150*				
Hearing Planet						1,200
Newport Audiology						2,000
TOTALS	625	997	2,700	3,850	5,000	8,850
Prorated Affiliations*					2,478	4,425
% of Universe	6	8	25	32	23	37
2004 Provider Outlet Universe: 11,000 (as used in Hear USA corporate report to calculate market share)						
2011 Provider Outlet Universe: 12,000 (as used in Hear USA corporate report to calculate market share)						

Figure 2. Raw data behind comparison of U.S. hearing care distribution segments between Fall