



FOR IMMEDIATE RELEASE

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**IOWA PROGRAM NOW OFFERS AMPLICOM™ TELEPHONE EQUIPMENT
AT MINIMAL COST TO RESIDENTS WITH HEARING LOSS**

Those Eligible Can Save Up to 95 Percent on the Cost of Approved Products, Now Including Amplicom's PowerTel Amplified Phones and Accessories

(Wantagh, NY – March 1, 2012) – Iowans with hearing loss now have access to the best in amplified telephones and accessories from [Amplicom™](http://Amplicom.com) at minimal cost through Telecommunications Access Iowa, the telecommunications equipment distribution program of the Iowa Utilities Board (EDP), which is administered by Deaf Services Unlimited, Inc. The program was established as a result of the Americans with Disabilities Act to work in conjunction with Relay Iowa, a telephone relay service to provide for communications access over the telephone.

Through the program, eligible residents may receive a voucher from the Iowa Utilities Board (EDP) for approximately 95 percent of the average cost of specialized telephone equipment from approved providers, which now include Amplicom. The voucher may be used for a single telephone product or a package that might include a headset or neckloop, and/or a ringer that flashes a light or produces a louder sound to signal an incoming call.

“Most Americans take the simple act of talking on the phone with friends and family for granted. But hearing loss causes some to avoid or even abandon this immediate form of communication, resulting in isolation and frustration, and even compromising safety,” says Michael Abramowitz, president of Amplicom USA. “We are proud to be part of Iowa’s efforts to bridge the hearing loss gap, by making the most technologically advanced yet user-friendly communications devices both accessible and affordable.”

[Amplicom](http://Amplicom.com) is known for its smart and practical approach to telephone communications for those with hearing loss. The company’s PowerTel series of corded and cordless amplified telephones and accessories have met and exceeded the TIA-1083 standard for “superior” hearing aid compatibility developed by the Telecommunications Industry Association. Based on the most advanced technology, these phones are known for their excellent induction level and exceptionally low distortion and interference vs. conventional amplified phones. Products approved and available through the Iowa Utilities Board EDP voucher program include the Amplicom PowerTel 58, 500, 580, 580C, and 680. The range includes both corded and cordless models as well as the option of a built-in answering machine. In addition, Amplicom’s NL 100 Neckloop is included in the program.

Amplicom phones are fully compatible with both hearing aids and cochlear implants. In fact, hearing aids do not have to be removed to use the telephone, and users can be assured of the highest quality sound, even when the volume is turned up to its maximum.

The versatile PowerTel series features yourSOUND™, which allows settings to be adjusted and set for multiple hearing profiles. This means that each member of the household can switch to his or her own preferred volume and frequency at the touch of a button.

The Iowa Utilities Board EDP, Telecommunications Access Iowa, and Deaf Services Unlimited are not affiliated with Amplicom USA, and the above information does not imply any type of endorsement by these entities.

For further information about the Iowa program and to learn how to apply, please visit www.relayiowa.com/tai/. For further information on Amplicom products please visit www.amplicomusa.com or call 1-866-AMPLICOM (267-5426).

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