



Experience and innovation join forces in acquisition

Real Ear A/S has been acquired by Auditdata A/S, the leading provider of office management systems for Audiology clinics in Europe. At the same time, Auditdata A/S is expanding further by establishing two new subsidiaries in the US and in Ukraine.

Copenhagen, Denmark – April 15, 2010 – Owner and CEO of Auditdata, Claus Bak Petersen, today announced an agreement with the shareholders of Real Ear regarding the acquisition of Real Ear by Auditdata. Following the acquisition, Real Ear will operate independently but as part of the Auditdata group.

The acquisition joins a fast-growing and innovative provider of fitting systems with Microsoft Gold Partner Auditdata's vast expertise in developing software and providing training and support to hearing care professionals. "Real Ear is a pioneer in the field of fitting systems with a new and innovative software platform as its base. As a market leader in office management systems, we continuously strive to grow and acquire new knowledge to support our customers and with Real Ear we see a natural partner, who has developed a visionary software platform on which we can build the next-generation office management systems for serving hearing care professionals worldwide," says CEO of Auditdata, Claus Bak Petersen.

"Our company is a relatively new company on the market. By joining forces with Auditdata, we can benefit from its many years of experience and software leadership to deliver an even more comprehensive solution to our customers," says CEO of Real Ear, Jan Hansen. "I'm confident that with this partnership we'll have the flexibility and resources needed to pursue our goal of providing hearing care professionals with the most innovative fitting systems in the business."

Auditdata is further expanding by starting up two new subsidiaries in Kiev, Ukraine, and Atlanta, USA, respectively. The new Ukrainian subsidiary, Auditdata Ukraine LLC, will handle all the off-shore software production. The American subsidiary, Auditdata North America Inc., will handle sales and support in North America for both Auditdata and Real Ear.

About Auditdata

Founded in 1992, Auditdata is the European leader in office management software for Audiologists and Hearing Care Professionals. Primary markets are Scandinavia, the UK and Germany, where Auditdata's Windows based solutions, Mirage and AuditBase System, offer Hearing Care Professionals the most complete and user-friendly applications available for handling all aspects of their daily work. For more information, please visit www.auditdata.com.

About Real Ear

Real Ear provides innovative fitting systems, hardware and software, to modern Audiologists and Hearing Care Professionals. The Primus Fitting System from Real Ear is exclusively available at Real Ear's webshop as a rental solution, making it the first of its kind in the business. For more information, please visit www.real-ear.com.



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