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NUHEARA ANNOUNCES STRONG PURCHASE INTENT FOR PRE-ORDER CAMPAIGN

Nuheara announced today that it had exceeded 10,000 consumer sign ups on its website from consumers who want to be *"the first to get Nuheara"* highlighting that there is very strong consumer interest and purchase intent for Nuheara's Intelligent Earbuds.

According to EVP and Co-founder, David Cannington who is based in San Francisco, *"We are very pleased with the response we have received from our social media advertising and digital marketing efforts. We are now attracting 2,000 new potential customers per week, who are visiting our website and signing up to be one of the first to get Nuheara when it is launched."*

Nuheara is starting to build encouraging brand awareness validation with its social media presence. Nuheara's social media activities span: Facebook, Twitter, YouTube and LinkedIn and it is reaching out to its rapidly growing consumer eco-system with targeted email campaigns to its subscribers.

Nuheara has also been running a series of "tease" video campaigns across Youtube (www.youtube.com/nuheara) that are approaching 50,000 views to assist in promoting the development of Nuheara's Intelligent Earbuds.

"Overall, what we are most pleased about is the positive response we have been receiving directly from potential consumers. I have personally interacted with over 600 consumers who reached out to Nuheara via our email link on our website or via Facebook. It is early days, but it is clear Nuheara's Intelligent Hearing value proposition is resonating with consumers," said Mr. Cannington.

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