

**FOR IMMEDIATE RELEASE**

**AS NATION CELEBRATES 20<sup>th</sup> ANNIVERSARY OF THE AMERICANS WITH DISABILITIES ACT,  
PAN-OSTON ENCOURAGES RETAILERS TO “GET IN THE LOOP”**

*Company advocates for technology implementation for the estimated 36 million Americans with hearing loss.*

**Bowling Green, KY (August 11, 2010)** – Twenty years ago, the Americans with Disabilities Act (ADA) was signed into law. In the spirit of the ADA, [Pan-Oston](#) today announced its commitment to raise awareness for the largest group of disabled Americans – the hearing impaired.

Pan-Oston – a leader in the design, manufacture and distribution of retail products, fixtures and fittings to the grocery, convenience store and retail industries – offers an induction loop technology product, [Shop Hear](#)<sup>™</sup>, which provides hearing aid wearers and individuals with cochlear implants direct communication without the interference of background noise. While hearing aids alone work well in more intimate settings, the ambient noise in public settings make it difficult for the hearing impaired to benefit from clear, one-on-one communication. The Shop Hear kits employ induction loop technology to deliver sound directly to hearing aids’ telecoil (T-coil) wires.

“Our nation has made great strides during the past twenty years in improving the lives of the disabled. I believe the next phase in this progression should be to focus efforts on better serving the hearing impaired,” said Jim Vance, President of Pan-Oston. “Induction loop technology is widely used in Europe, but is only just beginning to be implemented here in the United States. Pan-Oston is committed to advocating for implementation of this technology, which can really make a difference in the lives of millions of our fellow Americans.”

The Shop Hear kits, which can be installed in a variety of store settings for as little as several hundred dollars, can be purchased from Pan-Oston online or by calling 800-210-2302. The kits are particularly well suited for pharmacy counters and customer service stations, as well as store checkout areas. Similar induction loop technology packages have recently been installed in New York City subway information booths and call boxes.

For more information about Shop Hear, as well as links to articles and additional information about induction loop technology, visit [www.panoston.com](http://www.panoston.com).

About Pan-Oston

*Pan-Oston, a division of Houchens Industries, Inc., is one of the largest employee owned (ESOP) companies in the United States. The company has been an industry leader in the design and manufacture of retail checkout products, as well as a broad range of retail fixtures and fittings, for more than 40 years. Pan-Oston recently launched a nationwide tour, [Utopia Across America](#), in partnership with the [National Grocers Association](#) to show independent grocers the latest in front-end technology and innovative store products. For more information, visit [www.panoston.com](http://www.panoston.com).*

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