

FOR IMMEDIATE RELEASE

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HOPE FOR CHILDREN AROUND THE WORLD AT LOWER COST

Waverley Surgery Center serves those with congenital birth defects

PALO ALTO, CA, MARCH 26, 2008 – Imagine looking at your newborn for the first time, and realizing he is missing an ear. For the parents of one in every 6000 children, this sudden shock – known as congenital atresia and microtia – is a reality. The former disorder is characterized by an extremely narrow or absent ear canal, the latter by a deformed or missing outer ear.

10 % of children with atresia and microtia are affected in both ears. The conditions cause functional and cosmetic issues, as well as up to a 60 decibel hearing loss. This is a staggering fact, considering normal conversations occur between 40 and 50 decibels. Such hearing loss can have a detrimental effect on speech and language development.

For reasons still unknown, atresia and microtia affect children of Hispanic, Korean and Japanese descent more frequently than other ethnic groups. Surgical correction requires between two and five surgeries per ear. Outside the United States, this surgery frequently is not performed until 10 years of age, if at all. Language develops between three and five years of age, so these surgeries are significantly less successful.

The California Ear Institute is a global leader in atresia repair surgeries. CEI President Dr. Joseph Roberson has performed hundreds of successful procedures on patients from numerous countries, sometimes as early as three years of age to maximize language development. Dr. Roberson's approach to atresia repair surgery is compatible with the three major outer ear creation techniques. Visit <http://www.atresiarepair.com> for more information.

For children from overseas, cost can be a significant issue. Most foreign families do not have private insurance, and their governments may not contribute to overseas treatment. In response, the Waverly Surgery Center partners with CEI to offer such families a deeply discounted price. Additionally, personnel from the Let Them Hear Foundation – a CEI-associated non-profit entity – work with airlines and local hotels to provide discounted travel and lodging for the eight days post-surgery.

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About CEI

The California Ear Institute is Northern California's premier site for treatment of ear-related disorders and is highly ranked among the world's Centers of Excellence. Responsible for many of the currently utilized treatments and surgical procedures in Otolaryngology and Neurotology, the Institute offers the finest proven and emerging technologies to patients. Industry leading Physicians, Surgeons, and Audiologists of CEI continue to innovate, evaluate and deliver state of the art modalities.

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