

April 3, 2019



## **InnerScope Hearing Technologies (OTCQB: INND) Offers its Direct-to-Consumer Hearing Aids on Kmart.com**

**InnerScope, as part of its vendor agreement with Sears Holding Corporation (OTCPINK:SHLDQ), now offers its High Quality Premium FDA-Registered Direct-to-Consumer Hearing Aids and Hearing Health Products on Kmart.com**

ROSEVILLE, Calif., April 03, 2019 (GLOBE NEWSWIRE) -- via OTC PR WIRE -- InnerScope Hearing Technologies Inc. (OTCQB: INND) ("InnerScope"), a manufacturer and Direct-to-Consumer ("DTC") distributor/retailer of FDA-Registered Hearing Aids, Personal Sound Amplifier Products ("Hearing Products"), Hearing Related Treatment Therapies, Doctor-Formulated Dietary Hearing Supplements and proprietary CBD Oil for Tinnitus ("Hearing Health Products") (collectively "Hearing Product Portfolio"), announced today as part of the previously announced Agreement with Sears Holding Corporation (OTCPINK: SHLDQ) (the "Agreement"), InnerScope will offer its High Quality Premium FDA-Registered Affordable Direct-to-Consumer Hearing Products & its Hearing Health Products on [Kmart.com](http://Kmart.com) as a Kmart Marketplace Vendor. Starting April 4, 2019, the Agreement allows InnerScope's Hearing Products to be sold and purchased on Kmart.com by going directly to [www.Kmart.com/seller/InnerScopeHearing](http://www.Kmart.com/seller/InnerScopeHearing) or on [Sears.com](http://Sears.com) at [www.Sears.com/seller/InnerScopeHearing](http://www.Sears.com/seller/InnerScopeHearing). Additionally, Kmart.com shoppers receive all of the same benefits that Sears.com offers including its "Moneyback Guarantee" through Kmart.com's secure transaction process and earn points to receive "CashBack" benefits through its "Get Shop Your Way" on [ShopYourWay.com](http://ShopYourWay.com). InnerScope will be also launching, in addition to its Hearing Products, three Doctor-Formulated Dietary Hearing Supplements along with its proprietary formulated CBD Oil for Tinnitus on both [Kmart.com](http://Kmart.com) and [Sears.com](http://Sears.com) marketplaces.



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InnerScope's Hearing Product Portfolio offered on [Kmart.com](http://Kmart.com) and [Sears.com](http://Sears.com) further strengthens InnerScope's growth and focus on price leadership across all sales channels.

InnerScope's strategy is to continue to disrupt the current hearing aid industry (estimated at \$10 billion globally) by offering the latest in High Quality Hearing Aids at factory-direct pricing through its DTC Hearing Aid Delivery Process, saving consumers thousands of dollars without leaving the comfort of their home.

Moreover, InnerScope believes in part based on continuing to further drive the public awareness message about hearing loss, along with the announcement last year of its ["Hearing Better in America"](#) ("HBIA") marketing campaign on the health consequences caused by untreated hearing loss, an industry-wide campaign has been initiated to promote hearing awareness supported by the leading professional industry associations. According to [The HearingReview](#) published March 14, 2019, the [Hearing Industries Association \(HIA\)](#), in partnership with the [Hearing Loss Association of America \(HLAA\)](#), the [American Academy of Audiology \(AAA\)](#), the [Academy of Doctors of Audiology \(ADA\)](#), and the [International Hearing Society \(IHS\)](#), has launched a public awareness campaign to promote better hearing called ["Hear Well. Stay Vital."](#)

InnerScope's HBIA marketing campaign targets the 40 million+ Americans who are currently suffering from the multiple health and cognitive issues related to untreated hearing loss (mainly due to not having easy access to affordable hearing aids). InnerScope expects the hearing industry's "Hear Well. Stay Vital." awareness campaign will help drive more awareness for those 40 million+ Americans to seek better hearing through purchasing hearing aids. InnerScope is well positioned with its affordable Hearing Products and believes it will capture additional hearing aids sales through its strategic distribution partners like [Kmart.com](#), [Sears.com](#) and [Walmart.com](#).

***"Kmart.com customers can enjoy InnerScope's brand of High-Quality Hearing Products at ridiculously low-prices compared to similar products," said Matthew Moore, CEO, InnerScope Hearing Technology. "In fact, we are proud to be the only FDA-Registered Hearing Aid vendor on Kmart.com."***

**"InnerScope, by offering its Hearing Product Portfolio on Kmart.com, is keeping with Kmart's long-standing tradition of providing its customers awesome savings on quality products and exclusive brands. We anticipate through both the Kmart.com and Sears.com eCommerce platforms, InnerScope will continue to deliver strong sales growth across these sales channels. InnerScope plans to be the global leader in the \$10 billion hearing industry by continuing to introduce new innovative hearing related products to its Hearing Product Portfolio while adding new 'Big Box' global strategic distribution partnerships and sales channels," Mr. Moore concluded.**

### **About InnerScope Hearing Technologies ("INND")**

InnerScope Hearing Technologies (INND) is a rapidly expanding consolidator of the hearing aid industry. Management is applying decades of profitable industry experience and technology to an antiquated and disjointed industry, unlocking scale and efficiency, which will serve all of InnerScope's stakeholders. Its direct-to-consumer model is revolutionizing the industry with its [Walmart.com](#) relationship representing a paramount shift in the consumption of hearing aids by the hearing impaired.

In addition, InnerScope plans to continue to open, acquire, and operate a physical chain of audiological and retail hearing device clinics. InnerScope's mission is to serve approximately

1.2 billion people around the globe that are suffering with 25 db or greater hearing loss across the entire hearing impaired vertical from R&D and manufacturing through direct consumer sales and services. For more information, please visit: [www.innd.com](http://www.innd.com). For the Most Up-to-Date information about InnerScope Hearing Technologies (OTCQB: INND) please visit and follow our Official Twitter account @inndstock Page. <https://twitter.com/inndstock>

## **About Kmart**

Kmart, a wholly owned subsidiary of Sears Holdings Corporation (OTCPINK:SHLDQ), is a mass merchandising company and part of Shop Your Way, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through [shopyourway.com](http://shopyourway.com). Kmart offers customers quality products through a portfolio of exclusive brands that include Adam Levine, Nicki Minaj, Jaclyn Smith, Joe Boxer, Route 66 and Smart Sense.

For more information please visit [www.kmart.com](http://www.kmart.com). Facebook: [www.facebook.com/kmart](http://www.facebook.com/kmart).

## **Safe Harbor**

This presentation contains forward-looking statements, which relate to future events or InnerScope Hearing Technologies' future performance or financial condition. Any statements that are not statements of historical fact (including statements containing the words "believes," "should," "plans," "anticipates," "expects," "estimates" and similar expressions) should also be considered to be forward-looking statements. These forward-looking statements are not guarantees of future performance, condition or results and involve a number of risks and uncertainties. Actual results may differ materially from those in the forward-looking statements as result of a number of factors, including those described from time to time in InnerScope Hearing Technologies filings with the Securities and Exchange Commission. InnerScope Hearing Technologies undertakes no duty to update any forward-looking statements made herein.

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["Hearing Better in America"](#)

[Kmart.com](http://Kmart.com)

[www.Kmart.com/seller/InnerScopeHearing](http://www.Kmart.com/seller/InnerScopeHearing)

[Sears.com](http://Sears.com)

[www.Sears.com/seller/InnerScopeHearing](http://www.Sears.com/seller/InnerScopeHearing)

[ShopYourWay.com](http://ShopYourWay.com)

[The HearingReview](#)

[Hearing Industries Association \(HIA\)](#)

[Hearing Loss Association of America \(HLAA\)](#)

[American Academy of Audiology \(AAA\)](#)

**Academy of Doctors of Audiology (ADA)**

**International Hearing Society (IHS)**

["Hear Well. Stay Vital."](#)

For the Most Up-to-Date information about InnerScope Hearing Technologies (OTCQB: INND), please visit and follow our Official Twitter account @inndstock Page:

<https://twitter.com/inndstock>

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