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“Listen Up America” Week Brings Free National Hearing Screenings to Communities around the Country

GlaxoSmithKline Consumer Healthcare Joins Forces with Audiology Awareness Campaign for Week-Long Event to Better Identify Hearing Loss

Pittsburgh, PA – May 5, 2008 – Despite the fact that more than 31 million Americans report some type of hearing problem, only about 13 percent of U.S. physicians routinely screen their patients for hearing loss during physical exams. In order to make qualified hearing screening available to the general public, GlaxoSmithKline Consumer Healthcare and the Audiology Awareness Campaign (AAC) have partnered to bring free hearing screenings to communities around the country so that people can have their hearing screened by audiologists who specialize in evaluating and treating people with hearing loss.

GlaxoSmithKline Consumer Healthcare, makers of Debrox® the number one doctor and pharmacist recommended brand for ear wax removal, has partnered with the AAC to co-sponsor “Listen Up America”® national hearing screening week, May 5-10, a nationwide event intended to raise awareness of hearing loss, hearing prevention, identification and treatment. Audiologists from across the U.S. will offer free hearing screenings in their communities during “Listen Up America” Week.

“We are fortunate again this year to be partnered with GlaxoSmithKline Consumer Healthcare in an effort to raise national awareness of the importance of early identification and diagnosis of hearing disorders,” said Kathy Landau Goodman, Au.D., chairperson of the AAC. “By offering free hearing screenings throughout the United States, we have the ability to reach many Americans who might otherwise not have access to audiologists who can evaluate their hearing, determine whether they have hearing loss, and then make recommendations for treating their hearing problems.”

With about one in 10 Americans reporting some type of hearing difficulty, hearing loss is the third most common health problem in the U.S. Although hearing problems are commonly associated with the aging process, hearing loss affects all age groups. More than half of hearing impaired persons in the U.S. are under age 65, including six million people between the ages of 18 and 44. In addition, 1.5 million are school age children.

There are many causes of hearing loss. Sometimes the cause is readily apparent, such as wax build-up in the external ear canal, a condition that is easily treated but unfortunately goes unrecognized in 46 percent of patients. Other times, the cause of hearing loss is presumed or indefinite. For instance, noise-induced hearing loss attributed to the use of iPods and other popular portable music players is a growing phenomenon blamed for hearing impaired persons under the age of 50.

“Hearing problems often go unrecognized by those people who might be experiencing hearing loss, sometimes taking years before seeking professional help,” said Landau

Goodman. “By teaming with GlaxoSmithKline Consumer Healthcare, we are making audiologists generally available to help those who might be experiencing hearing impairment. With a free hearing screen, we can best evaluate their hearing and determine the degree of their hearing loss and put them on the path toward treatment.”

If you know someone you suspect may have undetected hearing loss, please don't delay. The first step to effective treatment is to have a professional hearing screening by an audiologist. Visit the AAC website (www.audiologyawareness.com) or call the AAC hotline at 888 833-EARS to find an audiologist in your area who is conducting free hearing screenings May 5-10, as part of “Listen Up America” Week. All family members, regardless of age, are encouraged to have a free hearing screening.

About the Audiology Awareness Campaign

The Audiology Awareness Campaign (AAC) is a not-for profit foundation - with one goal in mind - helping people with hearing loss. The AAC represents audiologists across the country united to increase public awareness of hearing health care issues. Learn more about hearing care at www.audiologyawareness.com or call (888)833-EARS(3277).

About GlaxoSmithKline

GlaxoSmithKline, one of the world's leading research-based pharmaceutical and consumer healthcare companies, is committed to improving the quality of human life by enabling people to do more, feel better and live longer. Additional information about GlaxoSmithKline can be found online at www.gsk.com.

About GlaxoSmithKline Consumer Healthcare

GlaxoSmithKline (GSK) Consumer Healthcare is one of the world's largest over-the-counter consumer healthcare products companies. GSK offers the widest range of proven NRT products available, products which can significantly improve a smoker's chance of quitting successfully and have helped millions of people quit smoking. In addition, GSK offers several resources and support services designed specifically to help smokers and non-smokers understand and address the two components to smoking cessation: nicotine addiction and habit change. Its more than 30 well-known brands include the leading smoking cessation products, Nicorette®, NicoDerm® CQ and Commit® as well as many medicine cabinet staples, including Abreva®, alli® Aquafresh®, Sensodyne®, Tums® and Breathe Right®, trademarks owned and/or licensed to GlaxoSmithKline Group of Companies.

About Debrox

Debrox®, the number one doctor and pharmacist recommended ear wax removal product, is a safe, non-irritating solution that gently helps removes excessive earwax buildup. When used as directed, Debrox helps ears stay clear of earwax built-up, dirt and debris. The active ingredient in Debrox is clinically proven to be safe and effective which is why more doctors recommend Debrox than all other earwax removal products combined. Learn more about Debrox at www.debrox.com.