



## FOR IMMEDIATE RELEASE

### **ESCO Acquires Midwest Hearing Industries, Inc.**

*ESCO (Ear Service Company) Acquires The Original Hearing Aid Insurance Provider Midwest Hearing Industries Inc.*

Plymouth, MN, October 4th, 2017 – ESCO, the largest independent provider of extended warranties and Loss and Damage coverage, is pleased to announce the purchase of Midwest Hearing Industries, Inc. (MWHI), an Edina, Minnesota based hearing aid insurance company. Midwest Hearing began offering insurance loss coverage on hearing instruments over 50 years ago.

"We are pleased with the purchase of Midwest Hearing Industries Inc.," said Jim Guthier, President of ESCO. "Midwest Hearing has a great history in providing quality insurance coverage at a competitive price, we are confident that this purchase will result in improved patient loyalty for practitioners."

ESCO has long been committed to providing affordable insurance coverage options to patients. As part of this acquisition, Midwest Hearing Industries, Inc. (MWHI) name has been changed to Midwest Hearing Agency (*MHA*), and is now a subsidiary of ESCO.

Under the purchase, Midwest Hearing Agency will continue to make insurance coverage available to patients that have lost hearing instruments during their manufacturer's warranty, or after. Brochures and collateral will be made available to the practitioner; the practitioners will continue to have the option to make this available to their patients.

#### **About ESCO**

ESCO has more than 25 years of experience working with practices and their patients through servicing warranties and Loss and Damage coverage. We are the largest independent provider of extended warranties and Loss and Damage coverage, we are the trusted choice of practitioners. Practitioners choose to work with ESCO because of our unsurpassed customer service, comprehensive coverage, low premiums & payment plans and our efficient claims processing. All ESCO authorized replacements and repairs are made through the original manufacturer, enabling practitioners to offer their patients consistent quality of care.

#### **About MIDWEST HEARING INDUSTRIES INC.**

Midwest Hearing Industries, Inc. a family owned company began insuring hearing instruments over 50 years ago. Our focus is **only** hearing instrument insurance, so you can be assured the premiums, programs, customer service and claim service you receive is unparalleled.

Our loss and accidental damage coverage protects your financial investment with no deductible. We offer this protection to you for a minimal premium. [www.mwhi.com](http://www.mwhi.com)

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