



Press Release

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Silere Medical Founder William ‘Van’ Harrison Elected to Board of Directors, American Tinnitus Association

Kirkland, Washington., October 15th, 2010; Medical device startup Silere Medical Technology, Inc. announced today Mr. William ‘Van’ Harrison has been elected to the Board of Directors of the American Tinnitus Association.

The American Tinnitus Association, www.ata.org, is a non-profit organization dedicated to finding a cure for tinnitus. The ATA was founded in 1971 by Jack A. Vernon, Ph.D., at Oregon Health & Science University (OHSU) in Portland, Oregon. Their main aim was to fund research that will find an eventual cure. The ATA is the United States’ largest association of individual contributors investing in grants for tinnitus research. The stated mission of the ATA is to ‘cure tinnitus through the development of resources that advance tinnitus research’.

Silere Medical Technology was founded by Mr. Harrison in 2008 to develop an innovative tinnitus therapy using electrical neurostimulation of the cochlea utilizing technology proven to be effective in human subjects. Mr. Harrison founded Silere Medical to develop an implantable therapeutic neural stimulation device to treat chronic tinnitus. ***“The goals of Silere Medical Technology and those of the American Tinnitus Association are closely aligned”***, said Mr. Harrison, who serves as Chairman of Silere, and also acts as the Chief Technology Officer.

Silere Medical has an exclusive licensing agreement with the University of Iowa, and a growing portfolio of pending applications. The Patents are based on encouraging proof of concept in humans, which indicate the therapy is effective. Silere needs to enter into formal clinical studies to further prove the therapeutic approach is safe and effective, said Michael Langhout, Co-Founder, CEO, and President. ***“We have successfully demonstrated suppression of tinnitus in human patients, 71% of whom reported suppression of tinnitus percept within minutes of application of Silere’s proprietary therapeutic signal strategy. Achieving our objective of conducting a double-blind placebo controlled clinical study demonstrating proof of efficacy will be overwhelmingly compelling”***.

“We are convinced that our experienced team can produce an effective neural stimulation prosthetic device that once implanted first in humans, will be very exciting for neurotologists globally, who currently are unable to offer an effective solution to this large unmet clinical need”, said Mr. Langhout.



About Silere Medical Technology

Based in Kirkland, Wa., Silere Medical designs, fabricates, and markets electrical neurostimulation devices treating chronic tinnitus, a condition which can be debilitating for millions of people worldwide. Silere's technology platform was developed at University of Iowa by internationally recognized thought leaders in disorders of the auditory processing system, cochlear implants, and tinnitus research.

Silere Medical was co-founded by industry veterans, including [William 'Van' Harrison, Jay T. Rubinstein, MD, PdD, Michael Langhout, MBA, and Dorcas Kessler, MA](#). It is funded by its founders, and currently seeking Equity and / or Grant funding.