



NEWS RELEASE

FOR IMMEDIATE RELEASE
December 30, 2015

Contact: (916) 574-8170

Revised Reprint to December 9, 2015 News Release

The Speech-Language Pathology and Audiology and Hearing Aid Dispensers Board (Board) is revising and reprinting the News Release to provide additional clarification. One interpretation of the release is that it may not have been clear that all of the acts described are allegations that have been identified in the Accusations that were filed by the Board. McDonald Hearing Aid Center (MHAC) advertised a \$745 hearing aid product purportedly to lure consumers into stores where it is alleged that consumers were then pressured and misled into purchasing products costing several thousand dollars.

The Accusations filed seek to revoke or suspend the licenses of Mark Lee Moore, owner of MHAC, Robert Bennett, Michele Moreland and Marion Nelson for alleged fraudulent and unlicensed activity.

Moore is accused of using unlawful schemes to mislead elderly customers at multiple branch locations throughout Northern California where licensed hearing aid dispensers and unlicensed individuals acting as dispensers were motivated by corporate policies to sell the most expensive hearing aids. Bennett, Moreland and Nelson are licensed hearing aid dispensers who worked at various MHAC branch locations, including Lodi, Roseville, Fair Oaks and Sacramento.

MHAC is the second largest seller of hearing aids in the Sacramento Valley area. Between January 2007 and November 2013, MHAC grossed \$45 million in hearing aid sales.

At this time, neither MHAC nor any of its employees have been found culpable of these acts. Such determinations will be made after a full hearing on the merits of the allegations.

Any statements that were contained in the original December 9, 2015 press release that are not reprinted in this version are hereby retracted.

The complete Accusations can be viewed at the links below:

Mark Lee Moore

http://www.speechandhearing.ca.gov/public_had/ha-2425_2015_11_5_acc.pdf

(More)

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Robert Bennett

http://www.speechandhearing.ca.gov/public_had/ha-7365_2015_12_04_acc.pdf

Michele Moreland

http://www.speechandhearing.ca.gov/public_had/ha-7507_2015_12_04_acc.pdf

Marion Nelson

http://www.speechandhearing.ca.gov/public_had/ha-7416_2015_11_25_acc.pdf

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The Department of Consumer Affairs promotes and protects the interests of California Consumers. Consumers can file complaints against licensees by contacting the Department of Consumer Affairs at (800) 952-5210.

Consumers can also file a complaint online at www.dca.ca.gov.