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**FOR IMMEDIATE RELEASE**

## **Prentke Romich Company Celebrates 40<sup>th</sup> Anniversary by Giving Back to AAC Communicators**

*Leader in Augmentative Communication Technologies Will Donate  
40 AAC Devices and Profile 40 AAC “Heroes” Throughout 2006*

**Wooster, OH, October 6, 2005** – To mark its 40<sup>th</sup> year as a worldwide leader in the field of augmentative and assistive communication (AAC) technology, Prentke Romich Company (PRC) of Wooster, OH today announced two unique programs for 2006 designed to honor the individuals it serves: children and adults with communication-related disabilities.

Through the international “**40 for 40**” program, PRC will donate 40 of its industry-leading speech-output devices to individuals who lack funding-assistance options and would otherwise not be able to obtain a communication aid such as PRC’s *SpringBoard*<sup>™</sup>, *Vantage*<sup>™</sup>, *Vanguard*<sup>™</sup>, and *Pathfinder*<sup>™</sup>.

Throughout 2006, PRC also will showcase “**40 Heroes of AAC**” on its website at [www.prentrom.com](http://www.prentrom.com). Featured will be PRC device users from around the world who have overcome serious communication challenges and become inspirations for future generations of AAC communicators.

“We have always measured our success on the success of our clients in achieving maximum independent communication,” explained PRC President Dave Moffatt. “That’s why we are focusing our anniversary celebrations around those individuals who rely on PRC’s AAC devices to experience the freedom of spontaneous, independent, and interactive communication.”

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Company co-founders Edwin Prentke, now 101, and Barry Romich, 59, who continues to serve as PRC's Chairman and CEO, will also be attending special events throughout the year with PRC employees, who have begun taking ownership of the company through an employee stock ownership program launched two years ago.

### **PRC, Then and Now**

Prentke was a research engineer at Highland View Hospital in Cleveland, OH in 1964 when he first met Romich, an engineering student at Cleveland's Case Institute of Technology (now part of Case Western Reserve University). The two participated in a federally funded medical engineering research program, completed several small projects together, and formed PRC in 1966 to continue their collaboration on assistive technologies.

Today, PRC has earned international acclaim as the leader in developing high-quality augmentative communication devices and delivering world-class service and support that enables adults and children to overcome communication challenges.

"The same values that inspired PRC's founders -- innovation, compassion, and a commitment to communication without limitations -- continue to guide PRC today," said Moffatt. "They are the values that will guide PRC into the future."

To learn more about PRC and its anniversary programs, go to **[www.prentrom.com](http://www.prentrom.com)** or call **(800) 262-1984**.

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