



SomnoMed appoints four distribution partners in Europe

The SomnoMed Academy Europe launched

19 March 2008, Sydney: SomnoMed Limited, maker of the leading dental Mandibular Advancement Splint (MAS) to treat sleep apnea and snoring, announced today the appointment of distribution partners in key European markets.

The executive vice president of European operations, Sergio Herrandiz Gil, signed agreements with four leading dental laboratories granting non-exclusive rights to distribute the SomnoMed MAS™ in Germany, Holland, Belgium, Italy and Switzerland.

"We are very proud to have established players as distribution partners for the SomnoDent and SomnoMed products. It is important to have links with market leaders in the sleep dental area in their respective countries," said Herrandiz Gil.

The companies *Bussmann Orthodontie* (Lucerne, Switzerland), *Martinez Ortodonzia* (Thiene, Italy), *Goedegebuure Tandtechniek EDE B.V.* (Netherlands) and *Orthosleep 19* (Thuengersheim, Germany) are now undergoing technical training and are in the process of integrating the SomnoDent MAS™ into their product catalogue. Launch and promotional activities introducing the SomnoDent MAS™ to dentist clients in their respective countries are being planned and commence in the next few weeks.

SomnoMed's CEO, Ralf Barschow, emphasized that these first appointments were in line with the company's strategy to build a European distribution network during the course of 2008. "The first five countries cover a large geographical area of Europe. We are currently finalizing the agreements with the next group of distribution partners which will give us a presence in Spain and the UK and additional coverage in Germany, the most important market in Europe".

"I am very pleased with the progress we are making across Europe and I am confident that we will see strong unit sales in these countries in the coming financial year," said Barschow. With over 300 million people, Europe is the second most important sleep apnea market in the world, following USA/Canada.

Individual European countries have their own regulations when it comes to the medical area, health insurances, reimbursements and the sale of medical devices. The SomnoDent MAS™ has already received nods of approval from practitioners in a number of countries as the best dental device to treat sleep apnea and snoring."

"Our primary goal in each EU country is to identify and recruit the best distribution partner, to train his staff and launch the SomnoDent MAS™ to their dental practitioner clients. Once we've achieved this, we can then go through the steady process of building volume through market awareness for the SomnoDent MAS™ as the world's best dental device to treat sleep apnea," said Barschow.

The SomnoDent Academy Europe

To facilitate the process of training, educating and building awareness for the SomnoMed MAS™, the company's European subsidiary SomnoDent AG has established *The SomnoDent Academy Europe*. The academy will operate from the *MedPoint Schulungszentrum* in Germany.

"At the end of February, we entered into an agreement with *MedPoint* in Germany which will allow *The SomnoDent Academy Europe* to regularly use its facilities. *MedPoint* is one of the best dental training centers in Germany. This will enable us to train and certify dental technicians sent by our European distribution partners. We believe this plays a very important role in ensuring that dentists and patients will receive optimum service and our patients will be treated successfully," said Herrandiz Gil, head of European operations.

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How the SomnoMed MAS™ works

The medical term for your lower jaw is 'mandible' and an oral appliance worn over the teeth is a 'splint', hence the name SomnoMed Mandibular Advancement Splint, or SomnoMed MAS™.

The SomnoMed MAS™ consists of two acrylic plates fitted over the upper and lower teeth. A patented fin coupling mechanism on the lower arch accurately positions the lower jaw (mandible) a little forward of its natural position.

This positioning tightens the soft tissue at the back of the throat to stop it from collapsing – the cause of snoring (partial collapse) and sleep apnea (full collapse). SomnoMed MAS™ allows the normal opening and closing of the mouth, allowing the user to yawn, speak and drink. The device will last 5 years and comes with a warranty.

The SomnoMed MAS™ is provided to patients through an integrated clinical protocol, involving dentists, primary care practitioners and sleep physicians. This pathway ensures that all patients are appropriately diagnosed and that only suitable patients are fitted with the device.

