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SomnoMed appoints Top International Executive as Global CEO

SomnoMed Limited, inventor and maker of the SomnoMed MAS sleep apnea and snoring device, announced today the appointment of Ralf Barschow as its new global chief executive officer. Mr Barschow comes to SomnoMed from Siemens AG, one of the world's largest corporations.

Mr Barschow has more than twenty years experience in leading international dental materials and technology companies, performing high executive functions, managing sales and marketing budgets up to A\$250 million p.a. and forging a network of business contacts in the dental industry worldwide. Before joining Siemens AG he was heading the central European business of the US company Align Technology Inc., the NASDAQ listed inventor and maker of the Invisalign orthodontic product.

He came to Align from his previous positions as International Sales Director of Ivoclar Vivadent AG, one of the leading global dental enterprises with more than 2,000 employees and 17 subsidiaries worldwide, and prior to that from various positions he held for over ten years in the German Degussa AG, one of the top 3 dental companies in the world.

Mr Barschow, a German citizen, lived in Germany, Switzerland, Singapore and Hong Kong and moved in 2006 to Melbourne, the birth town of his wife Karin.

SomnoMed had announced in March this year that the UK executive recruitment firm Global Search Partners had been given the job to find an international executive to become the next global CEO of SomnoMed Limited. "We are most fortunate to have been able to attract an international executive of the calibre and experience of Ralf Barschow to SomnoMed Limited. Global Search Partners in London have done a terrific job working through a list of almost 100 potential candidates and arranging the interviews in Europe and here in Australia," said Dr Peter Neustadt, Executive Chairman of SomnoMed.

"It is fortunate that Ralf is currently based in Australia. It will make it a lot easier to settle Ralf quickly into his position and to move forward on the implementation of our new global strategy. Ralf and Karin are quite happy to move back to Europe at a later point in time if we want to set up the global head office on the Northern half where our main markets are," said Dr Neustadt.

Ralf Barschow's executive remuneration package includes the issue of stock options issued to him every year over the next four years. "The board of SomnoMed considered it as very important that Ralf has a significant incentive to build our company and continue managing it over the next years. Hence it was only natural to give Ralf the opportunity to become a substantial shareholder in the company if he chooses to convert his options over the next six years," said Dr Neustadt.

Mr Barschow starts in his new position on 1 September 2007 and will initially be based at the SomnoMed office in Sydney.

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