



SomnoMed expands business and operations in Europe

2nd July 2010, Sydney: SomnoMed Limited (ASX:SOM)

SomnoMed, the global leader in oral sleep appliance technology, announced today the appointment of Martin Weiland as its Sales & Marketing Manager in charge of Europe. "Over the past 18 months we are experiencing a substantial growth and progress in Europe and we are now ready to make the next move to develop our business operation accordingly," said CEO Ralf Barschow. "I am very pleased that we have been able to appoint a professional who is experienced in the Dental, as well as the Medical field to continue building a substantial business for SomnoMed in Europe. Martin, born in Germany, has a vast experience of more than 18 years in the dental and medical business in North America and Europe."

Martin Weiland joins SomnoMed Limited from Orthopaedic Alliance, where he has been National Director Sales & Marketing. Previously he was President of Etkon USA, building the Dental CAD/CAM business in North America and he was instrumental developing the international business as President of Alphanorm International AG. in Europe. Martin has a broad marketing, sales and commercial background, with a Bachelor Degree of Commerce and Foreign Trade.

"I am particularly pleased that Martin accepted the role in Europe, relocating to Switzerland with his family after 7 ½ years in the US," said Mr Barschow. Martin joining us from his base in Florida, spent the last two months with our management and sales team in US head office getting fully briefed on concepts implemented successfully in the US over the last three years. His appointment to head up European sales and marketing will strengthen the European organisation, with its Regional Management in Central Europe, Nordic and Southern Europe. "The task is to continue to drive increased sales, marketing and operational activities reporting directly to me and the Board of SomnoMed Europe AG," said Ralf Barschow.

SomnoMed is expanding its operation in the Nordic countries – Sweden, Norway, Denmark, Iceland and Finland - making the region one of its priority areas in Europe. A subsidiary SomnoMed Nordic AB was formed recently, a regional head office was opened in Stockholm and additional staff are currently being recruited and employed. Having its own base in Sweden will enable SomnoMed to access the oral sleep appliance market better and grow the business more aggressively within the greater Nordic region. Sweden was the first sleep medical market in the world recognising the efficacy of the oral appliance apnea treatment over 15 years ago. More than 60% of all diagnosed patients with sleep apnea are treated with an oral appliance followed by CPAP treatment 20-30% and surgery. "According to our market information SomnoMed was able to achieve a market share in Sweden of around 10 to 15% in the first twelve months of business," said Mr Barschow. "One of the principal reasons is that the SomnoDent® MAS, is the most clinically tested oral sleep apnea appliance and the only one with all relevant, medical approvals, CE marked and manufactured according to the ISO standard 13485."

SomnoMed's business in Europe has grown to be the company's second biggest market, after North America followed by Australia, New Zealand and Japan.

For more information contact:

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How the SomnoDent® 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 SomnoDent® Mandibular Advancement Splint, or SomnoDent®MAS.

The SomnoDent®MAS consists of two acrylic plates fitted over the upper and low 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 apnoea (full collapse). SomnoDent® 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 SomnoDent® 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.