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## **SomnoMed North America expands management team**

**4<sup>th</sup> November 2010, Sydney** : SomnoMed Limited ( ASX:SOM ) .

SomnoMed, the global leader in oral sleep appliance technology, announced today the appointment of two Vice Presidents of its North American operation.

### **Anthony White - VP Marketing and Academy.**

Anthony has an accomplished track record, with a broad range of experience in the Medical business development field, marketing and project management. He joins SomnoMed from Genetic Technologies, where he has been VP of Business Development. Prior to that Anthony served as North American Marketing Director of Xtralis, with specific experience in marketing, developing sales communication tools and web based training. Previously as North American Marketing Manager of Vision Biosystems, a member of the Danaher Group, he was instrumental in brand development, event management and promotional campaigns.

### **Jack Guthrie - VP Sales Dental and Medical**

Jack is a Sales Leader with fifteen years experience in territory management and leadership within the Dental and Medical industry. Most recently, Jack was Western Senior Regional Sales Director with Novalar Pharmaceutical, a start-up manufacturer of Oraverse, a premium injectable anaesthetic reversal agent. Prior to Novalar, Jack was the Director of North American Sales with Align Technology Inc. (NASDAQ-ALGN) (Invisalign), where he built a significant US and Canadian sales team and developed the business to \$276 million in sales over a few years.

SomnoMed's CEO, Ralf Barschow said, "I am very pleased that we have been able to gain two outstanding and experienced executives with a successful track record for the most important areas of marketing and sales for SomnoMed North America. Both appointments will add creativity, strategy, sales and marketing driven leadership to our organisation."

During the first quarter of this financial year SomnoMed has seen a positive development of its North American business, despite the uncertainty introduced by the pending Medicare ruling, which has especially affected new dentists wanting to specialise in Sleep Medicine. It now seems likely that the Medicare ruling on the oral appliance treatment has been postponed for another six months. "Whenever the ruling comes we believe we are very well positioned, as the leading oral sleep appliance company in North America and worldwide, to take full advantage of a Medicare reimbursement scheme," said Mr Barschow.

To further strengthen its leadership position, SomnoMed has launched the SomnoMed Sleep Apnea Management program powered by SleepQuest, which will allow practitioners and patients to determine quickly the exact level of reimbursement from their private insurance company. It also includes a diagnostic and treatment pathway. "With this unique program and with a stronger executive leadership team in place, we are optimistic we will gain ground over the forthcoming months," said Ralf Barschow.

### **For more information contact:**

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