



## **SomnoMed launches two new products in USA**

**Minneapolis MN, 2<sup>nd</sup> June 2014**, SomnoMed Limited (ASX:SOM) announced today that it had launched two new products, which were received very favourably by dentists attending the 2014 AADSM conference, the largest dental sleep conference in the US.

The SomnoDent® Herbst Advance is a patented new product in the Medicare approved Herbst line of products, which offers a new titration system allowing further advancement and more precise calibration than the common Herbst design. Herbst is a well-established design in the public domain produced by a number of dental laboratories. It is the volume leader in the mid-price segment in the US, as it is accepted as a Medicare reimbursed product. Both the currently sold SomnoDent® Herbst and the new SomnoDent® Herbst Advance are offered with SomnoMed's proprietary SMH BFlex material, which gives the device a superior fit, retention, and patient comfort. The new SomnoDent® Herbst Advance is covered under SomnoMed's existing FDA 510k approval and will be sold in the USA from July this year.

The second new product launched was the SomnoDent® Fusion. This is a new design building on SomnoMed's leading Flex product but offering exchangeable wings and a more than 50% greater titration. It also offers more adjustment flexibility for the dental practitioner and patient. A 510k application has been lodged with the FDA and approval is expected within the next two months. SomnoDent® Fusion will form part of SomnoMed's leading product line in the upper price segment and will be primarily used in the dominant private health insured patient market.

"Both new products were shown for the first time in Minneapolis and received excellent reports from delegates attending the most important annual sleep dental convention in the USA," said Dr. Peter Neustadt, Executive Chairman of SomnoMed.

Both products combine unique design improvements, which are advantageous for both dentists and patients. These new design elements combined with our proprietary materials and superb workmanship will further strengthen SomnoMed's position as the leader in custom made quality appliances for the treatment of sleep apnea.

"We are confident that SomnoDent® Fusion and SomnoDent® Herbst Advance will contribute to our growth in the coming financial year and beyond in the US," said Dr. Neustadt.

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### **About SomnoMed**

SomnoMed is a public company providing diagnostic and treatment solutions for Sleep-related Breathing Disorders including obstructive sleep apnea, snoring and bruxism. SomnoMed was commercialized on the basis of extensive clinical research. Supporting independent clinical research, continuous innovation and instituting medical manufacturing standards has resulted in SomnoDent® becoming the state-of-the-art and clinically proven medical oral appliance therapy for obstructive sleep apnea. SomnoDent® is the most comfortable and effective design and treatment solution for over 175,000 patients in 24 countries.

For additional information, visit SomnoMed at <http://www.somnomed.com.au>