



CEO appointed for new Direct To Patient business entity

27th June 2016, SomnoMed Limited (ASX:SOM) announced today the appointment of James (Jim) R. Evanger MBA BA as President and CEO of its recently formed subsidiary – Sleep Centres America, Inc. (“SCA”).

Jim Evanger comes to SomnoMed after managing American Sleep Medicine, LLC (“ASM”), which has multiple sleep centres across the US as President & CEO. As one of the largest chains of sleep centres in the US, ASM treats more than 30,000 patients a year. During his tenure, Jim has a proven track record in completely reorganising and broadening the scope of a health care business, expanding its network and substantially improving the profitability within a short period of time.

Prior to ASM, Jim was founding President of Pure Healthy Back, Inc. from inception, during which time he guided all phases of its start-up and operations. Over a three year period he opened and operated successfully outlets in four US states.

Jim acquired his knowledge in health care sales & marketing and business development through years of work in leading drug companies Merck, Bristol-Myers Squibb and Steris Corporation.

“As a result of an extensive executive search by Bench International in Los Angeles, Jim has emerged as the perfect candidate to lead our new venture – Sleep Centres America, Inc. (“SCA”). He has proven in the past that he is able to take a concept like SCA and implement a fast track roll out across the US. He has a strong background in health care sales & marketing and proven his ability to build a business as a strong entrepreneur,” said Dr. Peter Neustadt, Executive Chairman of SomnoMed.

“His mission will be to develop SomnoMed’s Direct To Patient OSA treatment business, in line with the business model successfully developed over the last 3 years by Simple Sleep Services, LLC (“S3”), in Texas and over which SomnoMed obtained an exclusive licence in April 2016. He will plan the roll out and operation of SomnoMed’s direct to patient sleep treatment centres in the USA, recruit the team to implement the plan, with the aim being to open the first five outlets during the financial year 2016/17 and grow the chain of outlets over the next three years to a minimum of 25 centres. As a long term incentive, Jim will be entitled to 2.5% of the shares in SCA, which will vest over a four year period,” said Dr. Neustadt.

Jim Evanger is currently based in Florida and will report to SomnoMed’s global CEO on a day to day basis.

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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 250,000 patients in 27 countries.

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