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## **SLEEP 2011**

**7<sup>th</sup> July 2011, Sydney: SomnoMed Limited (ASX:SOM)**

The annual conference SLEEP 2011 was held this year in Minneapolis, Minnesota. Every year it is the world's most important SLEEP Dental and SLEEP Medical event. This year over 800 delegates attended the dental sleep conference of the AADSM (American Association of Dental Sleep Medicine) and more than 5,000 delegates joined the medical sleep conference of the APSS (Associated Professional Sleep Societies).

SomnoMed had a strong presence in both events and reported the highest number of leads and professional contacts on record. It was a very successful event and again underlined the increasing recognition of SomnoMed as the world's leading company in the Dental Sleep Medical field.

SomnoMed introduced its new SomnoDent G2 oral sleep apnea appliance, currently undergoing FDA approval, and expected to be commercially available by end of this year. It also introduced the SomnoMed MATRx diagnostic for oral appliances in a sleep laboratory. Developed by Professor John Remmers, in joint collaboration with Zephyr Sleep Technologies Inc., MATRx represents a revolutionary development in the patient diagnosis and prediction of treatment success of oral sleep apnea appliances in a sleep laboratory. Pending FDA approval, MATRx is expected to be marketed in North America in fall this year.

Both innovative product introductions featured social events staged by SomnoMed, which were attended by over 450 key medical and dental opinion leaders, from throughout the world and active in the treatment of sleep related breathing disorders. SomnoMed Limited's CEO Ralf Barschow said, "SLEEP 2011, which was the 25<sup>th</sup> APSS and 20<sup>th</sup> AADSM meeting, marked a cornerstone for SomnoMed, now clearly the leading and most innovative company in the Dental Sleep Medical field."

The exhibition and conference was followed by the official opening of SomnoMed North America's new head office in Dallas/Frisco, Texas. SomnoMed has now brought all its US head office operations under one roof in a new 10,000 square feet facility.

Mr Barschow said, "We are witnessing a transition, a shift in the thinking of medical practitioners and sleep specialists. More and more practitioners can see the SomnoDent oral appliance therapy as an effective and patient friendly alternative for the treatment of sleep disordered breathing conditions. We are proud of what has been achieved in a few years only and the future for SomnoMed remains very exciting."

**Contact:**

Ralf Barschow, CEO. T: +1 888 447 6673 Ext. 101