



SOMNOMED PARTNERS WITH BENCO DENTAL

Dental Distributor Introduces Customers to Dental Sleep Medical Solutions

4th June 2012: In a lead up to the 21st Annual Meeting of the American Association of Dental Sleep Medicine, the largest US convention of dentists specialized in the treatment of sleep disordered breathing conditions with oral appliance therapy, to be held in Boston, Massachusetts from 7 – 9 June, SomnoMed Limited (SOM.ASX) announced the formation of a strategic partnership with Benco Dental, the largest privately owned, full-service dental distributor in the United States, with more than 30,000 customers and over 400 sales representatives, coast to coast.

As part of this partnership, SomnoMed will work with Benco Dental and its representatives to keep customers up-to-date on the latest developments in dental sleep medicine through in-person and online seminars with the SomnoMed Academy. Benco Dental customers will have access to SomnoMed's extensive range of products and services including; SomnoDent[®] apnea therapy, SomnoMed Health Claim Support Line, SomnoMed MATRx[™] and SomnoBrux[™].

"Our partnership with Benco Dental is significant and uniquely positioned," said Ralf Barschow, Chief Executive Officer of SomnoMed. "Working with Benco Dental will help us directly reach dentists who are interested in learning more about dental sleep medicine and want to know how they can effectively incorporate it into their practices."

"Incorporating dental sleep medicine is of high interest to our customers treating a serious health risk that affects more than 20M Americans," said Paul Jackson, Vice President of Marketing, Benco Dental. "By partnering with SomnoMed, we are meeting our customers' needs with an extensive range of products and services from a trusted source."

"From our partnership with Benco to Medicare PDAC coding verification to the recent FDA clearance of SomnoMed MATRx[™] and launch of our health claim support service, we continue to improve access to the best products for patients suffering from sleep-related breathing disorders," said Barschow.

About Benco Dental

Benco Dental, headquartered in Pittston, Pennsylvania, is the largest privately owned, full-service distributor of dental supplies, dental equipment, dental consulting & equipment services in the United States. Founded in 1930 by Benjamin Cohen, the company has remained family owned and focused on the unique mission of "delivering success smile after smile". During Benco Dental's 81 year history, the company has grown from a single storefront location in Wilkes-Barre, PA into the nation's fastest-growing dental distributor with more than 50 regional showroom locations and five distribution centers servicing over 30,000 dental professionals in more than 50 states.

In 2009, Benco Dental reached a new milestone in the company's long history by unveiling a 272,000-square-foot corporate headquarters, distribution center and equipment showroom in Pittston, Pennsylvania. Benco Dental CenterPoint houses the largest dental equipment showroom in North America, featuring 25 fully functional operatories, 14 operational digital X-rays including 2D and 3D units, three sterilization centers, design & lab concept suites and a summit training center for continuing education courses. The company has additional distribution centers in Fort Wayne, IN, Jacksonville, FL, Dallas, TX, and Reno, Nevada.

Benco Dental provides more supply and equipment options than any other full-service dental distributor, an offering enhanced by a comprehensive suite of services, including office design, equipment repair, practice coaching, financing and real estate planning, wealth management, and dental-specific technology solutions. These services are supported by over 400 professionally trained sales representatives and 290 factory-trained service technicians. Put it all together and Benco Dental offers all the tools to enable dental professionals to achieve their desired goals for success. For more information, visit benco.com or call 1.800.GO.BENCO.

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 100,000 patients in 22 countries. For additional information, visit SomnoMed at <http://www.somnomed.com>.