



## **Significant expansion of SomnoMed US management team**

**25<sup>th</sup> February 2013**, SomnoMed Limited (ASX:SOM) announced today that it had completed the restructuring and expansion of its US management team. A number of changes and additions have been made since the board of SomnoMed announced the departure of former global CEO Ralf Barschow in June 2012 and the restructuring of the upper management team, with the aim of strengthening the dental team, as well as building the medical capabilities of SomnoMed within the US and Canada.

Changes followed the board's review of SomnoMed's strategy in North America and the assessment of managerial and resource requirements to move its SomnoDent<sup>®</sup> products into the mainstream of medical therapy for Sleep Disordered Breathing ("SDB") conditions.

Executive Chairman Dr. Peter Neustadt said, "Key appointments have been made over the last six months to assemble a team capable of taking SomnoMed to the next level in the development of our business in the US. The expansion into the mainstream medical device market allows SomnoMed to participate in the vast market of treating SDB patients by providing an alternative to CPAP and will also elevate and differentiate SomnoMed from a range of smaller, dental laboratory focused competitors."

"SomnoMed will continue to build its SomnoMed Dental Network, now consisting of over 2,500 educated dentists in the US, but at the same time working in an integrated fashion, it will enter the medical market with a focused and dedicated approach to increase the acceptance of oral appliance therapy, positioning SomnoDent<sup>®</sup> as the product of choice and increasing referrals to our specialist dentists. Most of our investment in 2012/13 and in the coming years, other than expanding our business in Europe and in selected markets in APAC, is directed to achieve this objective in North America," said Dr. Neustadt.

In conjunction with the new President of SomnoMed North America, Dr. Kien Nguyen, new appointments were made in the last three months, including Mrs. Stephanie Wolff (ex Time Warner and Frito Lay) as VP Finance & Administration and Mr. Felix Silva as Operations Manager (extensive dental experience with various dental organisations).

Also in early March, Mr. Andrew P. Tosdevin will join SomnoMed North America as VP Marketing & Sales. He joins SomnoMed after a distinguished career with Kinetic Concepts, Inc. ("KCI") (2007 to 2013) and Johnson & Johnson's Ethicon BioSurgery (1995 to 2007) in leading positions in sales and marketing. Born and educated in the UK, Andrew worked initially for Johnson & Johnson in Europe before moving to the US.

Mr. Tosdevin's appointment compliments the departments of RAQA (Regulatory Approvals & Quality Assurance) and Managed Care, focusing on the development of SomnoMed's relationships with US health insurers, which were formed during 2012. The appointment of a Chief Medical Officer to complete the medical team is imminent.

The previous VP Marketing & Academy SomnoMed North America, Mr. Anthony White, has taken up a position with Australian consulting firm Planet Innovation opening their new office in Forest Lake, IL. He will continue to be involved in SomnoMed through Planet Innovation in a consulting capacity.

**Contact:** Dr. Peter Neustadt – Executive Chairman, SomnoMed Limited

Ph +61 2 9467 0400 or +61 (0) 414 566 592-m

## **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.au>