



## **SomnoMed enters UK - Ireland market**

**16th May 2014**, SomnoMed Limited (ASX:SOM) announced today that it entered an agreement with JJ Thompson (Orthodontic Appliances) Ltd (“JJT”) in the UK to operate as the service laboratory and logistic hub for SomnoMed in the United Kingdom and Ireland. JJT based in Sheffield, is one of the largest orthodontic laboratories in the UK and has also been appointed as an agent for SomnoMed offering the SomnoDent® products to their client base of over 1,000 dentists.

SomnoMed will operate through a wholly owned subsidiary, build its own sales and marketing operation, and has started the recruitment process to find suitable staff.

“We expect to start selling our product in the United Kingdom and the Republic of Ireland by middle of this year. Reaching an agreement with a first class orthodontic laboratory to provide logistics support and after sale service was a precondition to start our business in the UK. JJT is a high quality partner and we are very pleased to have gained them as a fulfillment partner in our European group of businesses,” said Dr. Peter Neustadt, Executive Chairman of SomnoMed.

The United Kingdom and Ireland are amongst the last remaining countries SomnoMed is seeking to open this year, so as to reach full coverage of Northern, Central and Southern Europe.

“The UK is essentially a non-reimbursed market for COAT™ and still dominated by CPAP. However, there are signs of increasing interest in COAT™ as an alternative and more patient friendly treatment for obstructive sleep apnea. We will now be developing a network of dentists educated in dental sleep medicine and how to fit the SomnoDent® device to patients. As we do in all our other markets around the world, SomnoMed will also educate physicians in the alternative SomnoDent® treatment and its great advantages compared to CPAP. We are very much looking forward to develop our business over the next three years,” 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 23 countries.

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