



SomnoMed takes over Italian Distribution

10th July 2014, SomnoMed Limited (ASX:SOM) announced today that it has signed agreements with its Italian service and distribution partner, taking over control of the marketing and distribution of its products in Italy from 1st September 2014.

After five years of working through a third party distributor, SomnoMed is now establishing its own marketing and sales operation in Italy. This is the final step in the process of taking control and building its own marketing and sales organisation in all Western European markets.

The European expansion program implemented over the last two years saw SomnoMed acquiring associated businesses in the Netherlands, Sweden, France and Germany. After acquiring these entities SomnoMed expanded the operation of these organisations in 2013 into Norway, Denmark and Belgium.

Over the last six months SomnoMed announced that it had entered into agreements with national service partners and was expanding into Finland, UK, Republic of Ireland, Spain and Portugal. Recruitment of sales management and the development of professional education for dentists, marketing and sales programs have either already commenced in these countries or are in preparation for a launch after the European summer vacation period.

“SomnoMed has a close and longstanding relationship with SSSleep lab di Martinez Ortodonzia (“SSG”) in Italy, a leading orthodontic laboratory specialised in the dental sleep area. In line with our European strategy it was important that we will be able to build our own marketing and distribution organisation and Italy is the third largest country in Europe,” said Dr. Peter Neustadt, Executive Chairman of SomnoMed.

“We are very grateful to SSG and especially its owner, Mr. Gustavo Martinez, for the work done establishing a base for SomnoMed in Italy over the last years. We are very happy that SSG and Mr. Martinez have agreed to continue their direct involvement with SomnoMed in the future. SSG has been appointed as our exclusive service partner and Mr. Martinez will personally be involved in our education programs and in sales activities with our existing customers,” said Dr Neustadt.

“A search for an Italian sales manager is underway and we expect to hit the ground running by 1st September when we officially take control of marketing and sales in Italy,” commented 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 24 countries.

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