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Somnetics International Inc. adds seasoned device execs to sales and customer support functions

MINNEAPOLIS (March 12, 2012) – Somnetics International Inc., the Minneapolis-based maker of [Transcend® Sleep Apnea Therapy System™](#) announced the addition of Patrick Mayer as vice president, sales, North America and Josh Parah as director of customer service. Mayer is responsible for expanding distribution of Transcend in North America and Parah will oversee customer service and the Transcend Game Plan, an innovative and comprehensive marketing support program for medical equipment dealers.

“We are excited to have Pat and Josh on board to contribute to the expansion of Transcend in North America and beyond,” said Clarence Johnson, CEO and president of Somnetics International, Inc. “Both bring a strong track record of results and experience in the device industry and in growing customer relationships.”

Mayer brings more than 20 years experience in medical device sales and business development to his role. Prior to joining Somnetics Mayer served as regional sales manager for Shape Medical Systems, Minneapolis. Before that he spent more than 15 years with St. Jude Medical as regional sales manager and was a sales representative for Sutter Biomedical based in Phoenix.

Parah brings more than seven years of experience in the cardiovascular and pulmonary industry to this role. Before joining Somnetics Parah served as field clinical engineer for Shape Medical Systems, St. Paul, where he trained physicians and developed the Field Clinical Engineering division. He spent several years at St. Paul Heart Clinic in the pacemaker/ICD clinic, and contributing to cardiovascular research. Parah began his career at Regions Hospital, St. Paul, in cardiopulmonary rehabilitation working with patients diagnosed with chronic diseases including heart failure and COPD. Parah graduated from the University of North Carolina at Charlotte with a BS in Exercise Science.

Transcend is the world’s smallest, lightest, and most portable continuous positive airway pressure (CPAP) and battery system. Somnetics recently introduced new options and accessories that make Transcend the industry’s most flexible CPAP system for hassle-free travel *and* home use. Transcend recently received CE Mark and registration for expansion in Europe and Canada.

Somnetics sells its products through an established network of distributors and direct sales representatives serving markets across the U.S. and in key markets around the world.

For information about Transcend visit www.mytranscend.com or call 877-621-9626.

About Somnetics International Inc.

Somnetics International, Inc. is a privately-held medical device company based in Minneapolis, Minn. It is an emerging leader in customer-driven design, development and production of respiratory medical devices to treat sleep apnea and related issues. Somnetics’ mission is focused on integrating technology, customer input and employee creativity to provide innovative, high quality products that improve quality of life for people with respiratory disorders. Transcend received the *Innovation Award* at Medtrade in October 2011 and the 2012 Best Practices Award for Product Differentiation in the Sleep Disordered Breathing market from Frost & Sullivan. Somnetics received FDA market clearance for the Transcend CPAP machine in July 2010. Transcend and associated technology is protected by several issued and pending US and foreign patents.

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