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## **Transcend® CPAP is changing the way retailers build business with cash sales**

MINNEAPOLIS (March 18, 2013) – [Transcend®](#) is changing the playing field for medical equipment retailers looking for a competitive advantage and a way to build business with cash sales. In 2010 more than 150,000 CPAPs were purchased for cash by consumers, representing 10 percent of sales for all CPAPs sold in the U.S.

That's a significant amount of revenue for medical equipment retailers and a hassle-free way to build incremental business according to Clarence Johnson, CEO and president of Somnetics International, Inc., makers of Transcend. "As reimbursement declines and competitive bidding increases, retailers are jumping on board the cash sales bandwagon with Transcend and generating cash sales. Transcend provides the world's smallest, lightest and most portable CPAP for consumers and a turnkey solution that makes it easy for retailers to sell Transcend for cash. This delivers a significant competitive edge over retailers who haven't figured this out yet."

Transcend is the world's smallest, lightest, most portable CPAP in the world and, according to many retailers who carry it, offers consumers a much needed option for portable and reliable sleep apnea therapy.

Greg Koch, manager of the Park Nicollet Sleep Store in Minneapolis has carried Transcend CPAP products and accessories since early 2012 and is pleased with the results for both consumers and for building business. "Transcend enables us to offer our customers a portable and convenient option that is easy to use anywhere. Consumers are very satisfied with Transcend and the benefits it offers and we appreciate that it enables us to deliver a portable and affordable CPAP solution for our consumers."

### **Driving sales with the Game Plan**

The Transcend Game Plan offers medical equipment dealers a customizable marketing solution that can be used out of the box. The Game Plan is a comprehensive marketing support and sales incentive program with high-impact tools and a marketing coach offered at no cost to retail partners. To learn more about the Game Plan and how to drive cash sales visit [www.mycashsales.com](http://www.mycashsales.com).

Transcend is the world's smallest, lightest, and most portable CPAP and battery system with accessories that make Transcend the world's most flexible CPAP system for hassle-free travel *and* home use. For information about Transcend visit [www.mytranscend.com](http://www.mytranscend.com) or call 877-621-9626.

## **About Somnetics**

Somnetics International, Inc. is a privately-held medical device company based in Minneapolis, Minn. It is an emerging leader in innovative 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 2011 Medtrade *Innovation Award*, the 2012 Medtrade *Provider's Choice Award*, 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 and CE Mark in February 2012. Transcend and associated technology is protected by several issued and pending U.S. and foreign patents.

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