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Transcend® “In’novation” platform is secret to success for medical equipment retailers

Innovator in CPAP technology unveils peek at new products during Medtrade 2012

MINNEAPOLIS (October 16, 2012) – [Transcend®](http://www.transcend.com), the innovation leader in continuous positive airway pressure (CPAP) technology, today gave attendees of Medtrade 2012, held in Atlanta, Ga., a peek into the future with the new Transcend “In” campaign and displayed prototypes of new products that will be available soon.

The “In” in Innovation is foundation to marketing Transcend

The “In” theme leverages the innovation that Transcend is known for and provides a creative logo mark for marketing materials that generate retail sales. The bold red “in” is prevalent in all the Transcend marketing materials, from booth graphics to brochures and advertising, including an easy-to-remember internet url (www.incpap.com) that provides a call-to-action for CPAP users and drives them to retailers that carry Transcend products.

Clarence Johnson, president, Somnetics said, “The needs of the CPAP user drive all of the innovation behind Transcend. This isn’t limited to product design and user benefits; this extends to making it easy for retailers to sell Transcend with innovative marketing tools to generate cash sales.”

Innovative Transcend Products Set Stage for Future

On display at Medtrade 2012 were the new Transcend Auto™ automatic positive airway pressure (APAP) and Transcend EZEX™ CPAP units with the compatible TranSync™ Wireless Compliance Reporting System. While Transcend awaits final regulatory approval on this technology, these products are expected to be available soon.

Since its introduction last year, Transcend CPAP technology has won several awards for innovation including the 2011 Medtrade *Innovation Award*, the 2012 Medtrade Spring *Provider’s Choice Award*, and the 2012 *Best Practices Award for Product Differentiation* in the Sleep Disordered Breathing market from Frost & Sullivan.

Transcend innovation is changing the way sleep apnea therapy is delivered. Transcend is the world’s smallest, lightest, most portable and flexible CPAP and battery system. It is also the first in the industry to bring proven Waterless Humidification™ technology and lightweight, long-life battery systems and solar power technology to CPAP users, making Transcend the preferred choice for travel *and* home use.

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In July of this year, Somnetics launched the Transcend Portable Solar Charger™ designed to recharge Transcend P8™ and P4™ batteries under the sun for reliable CPAP therapy under the stars. Transcend is the first and only CPAP system to feature portable battery power with the option of solar recharging technology. The Transcend Portable Solar Recharger is lightweight, compact and durable (military tested) and provides free power even in low-light conditions. It is ideal for users who travel, camp, and need reliable power wherever they go. The Transcend Portable Solar Charger provides peace of mind during power outages or when power is not available.

For information about Transcend and the industry’s most innovative CPAP products visit www.mytranscend.com or call 877-621-9626.

About Transcend

Transcend is the smallest, lightest and most portable CPAP and battery system available. The Transcend Sleep Apnea Therapy System offers options that make this the most flexible CPAP choice for travel and home use. Options include the lightweight, long-life P₄ Overnight Battery™ and the P₈ Multi-Night Battery™ to provide reliable power in remote locations and during power outages. Two Waterless Humidification™ system options harness innovative proprietary heat moisture exchange (HME) technology that eliminates the hassles of traditional heated humidifiers. Transcend is protected by several issued and pending US and foreign patents.

About Somnetics

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 2011 Medtrade *Innovation Award*, the 2012 Medtrade Spring *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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