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### **Somnetics launches Transcend® Game Plan marketing support program**

MINNEAPOLIS (March 6, 2012) – Somnetics International Inc., the Minneapolis-based maker of [Transcend®](#), is not only changing the way CPAP therapy is delivered, but how medical equipment dealers can sell it with the new Transcend Game Plan. The Transcend Game Plan is a comprehensive marketing support program that combines impactful tools, incentives and personalized marketing coaching, offered at no cost to retail partners. The Transcend Game Plan is designed to promote cash sales and make it easy for the patient to choose Transcend as a CPAP option and a more convenient therapy for travel and home use.

“The Transcend Game Plan provides medical equipment dealers with *everything* they need to build revenue and profit with Transcend at no additional cost,” said Clarence Johnson, CEO and president of Somnetics International Inc. “The Game Plan demonstrates our commitment to ensuring success for the suppliers who carry Transcend and a way to make it easy for patients to understand the benefits of this innovative CPAP option.”

The Transcend Game Plan offers medical equipment dealers a customized marketing solution that can be used out of the box and includes a custom acrylic point of purchase display designed for impact. The display features the Transcend CPAP with informational brochures and on-demand video that educates the consumer and motivates sales. The Game Plan provides dealers with customizable box and envelope stuffers, newsletter and web assets, a personal marketing coach, in-service training, and more, all to make it easy and effortless to sell Transcend.

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“Competitive bidding and other downward pressure on CPAP reimbursement is hurting medical equipment suppliers and forcing them to look for new avenues of growth,” Pat Mayer, vice president North America sales pointed out. “The Game Plan can help by opening sales opportunities that do not currently exist.”

Transcend is the world’s smallest, lightest, and most portable continuous positive airway pressure (CPAP) and battery system, with new options and accessories that make Transcend the industry’s most flexible CPAP system for hassle-free travel *and* home use.

For information about Transcend and the Game Plan program visit [www.mytranscend.com](http://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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