

FOR IMMEDIATE RELEASE

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## **TRANSCEND EARNS MEDTRADE AWARD - NOV 1, 2011**

MINNEAPOLIS (November 1, 2011) – Somnetics International Inc., the Minneapolis-based maker of Transcend®, today announced that Transcend was awarded the “Innovation Award” at the close of the fall Medtrade conference held October 24-27 at the Georgia World Conference Center in Atlanta. Transcend was featured in the New Product Pavilion at Medtrade, where the latest innovation in home medical equipment was on display. The Innovation Award was given to Transcend for receiving the most attendee votes for this category.

Transcend is changing the way CPAP therapy is delivered as the world’s smallest, lightest, most portable and flexible continuous positive airway pressure (CPAP) and battery system. It is the first in the industry to bring proven Waterless Humidification™ technology and lightweight, long-life battery systems to CPAP users making Transcend the preferred choice for travel and home use.

For information about Transcend visit [www.mytranscend.com](http://www.mytranscend.com) or call 877-621-9626.

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### **About Transcend**

Transcend is the smallest, lightest and most portable CPAP and battery system available. The Transcend Sleep Apnea Therapy Starter 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 System™ and the P8 Multi-Night Battery System™ 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 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. It received FDA market clearance for the Transcend CPAP machine in July 2010.

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