



Sleep Group Solutions Company Profile

Sleep Group Solutions is a privately held sleep medicine company based in North Miami Beach Florida. Established in 2005, SGS focuses primarily on airway diagnostics and the rapidly growing dental sleep medicine markets in which SGS has become the industry leader. Rapid growth within SGS and the industry has been spurred by the fact that over \$4 Billion is spent annually to treat sleep apnea with therapies that are largely unsuccessful and have managed to cumulatively treat less than 1% of the affected patients over the past 20 years. Physicians and dentists have increasingly sought out SGS as Medicare and private insurances have pushed the sleep medicine market in this direction. Today, Sleep Group Solutions stands alone as the only provider of a complete suite of solutions starting with continuing education courses and in-office training through screening, diagnostic and treatment instrumentation. With over 50 Million people in North America suffering with sleep apnea and less than .5% of the dentists currently trained and equipped to offer assistance we can expect to see continued rapid growth of this field over the next decade. By offering every piece of the education, screening, diagnosis and treatment puzzle SGS is in a unique position to capitalize on this tremendous growth.

Sleep Group Solutions Company Divisions

- ***Education***

Success in any field of medicine starts with proper education. It creates awareness and puts clinicians in a position to offer assistance with a problem. SGS realizes the importance of educating physicians and dentists on not only the scope of the sleep apnea epidemic but the precise step-by-step protocols they can implement in their practices to help manage this problem. SGS is the world's largest provider of dental sleep medicine continuing education with weekly 2-day seminars across North America. SGS instructors are all highly credentialed with unmatched experience and expertise in sleep dentistry. Customized in-office training programs are offered as a second tier of training as well as special events, study club lectures and mini residency programs across the country. SGS will be kicking off the 2011 seminar series with a special event in Atlanta, GA featuring doctors Maurice Salama and Michael Gelb, two of the most well-known dental clinicians in the country.

- ***Instrumentation***

- ***Eccovision Acoustic Pharyngometer***

SGS Manufactures and distributes the Eccovision Acoustic Pharyngometer system. The Pharyngometer device has become a "gold standard" tool used by thousands of

practitioners, hospitals and universities worldwide. The Eccovision is valued for its accuracy, non-invasive testing, low cost per use and has been used in hundreds of clinical research articles. The Pharyngometer is used in sleep disorders dentistry because of its ability to identify narrow, obstructed and collapsible airways as well as its ability to determine proper position of the mandible for oral appliance therapy. This test is reimbursed by private insurance and Medicare.



- ***Eccovision Acoustic Rhinometer***

The Acoustic Rhinometer is a tool used frequently by dentists and otolaryngologists to measure nasal airway size and identify obstructions in the nose that could be contributing to the sleep disordered breathing problem. This is a quick non-invasive test that can be done in seconds proving the doctor with valuable information. The Rhinometer test is reimbursed by private insurance and Medicare.

- ***SGS 3D Airway Software***

SGS engineers have developed airway imaging software to compliment the use of the Eccovision Acoustic Diagnostic Imaging System. This 3D airway software takes readings from the Pharyngometer and Rhinometer and renders a three dimensional airway complete with volumetric and point-by-point measurements of cross-sectional area.

- ***Home Sleep Testing***

The in-home sleep apnea testing market has experienced explosive growth over the past two years. SGS is positioned as a leader in this market as the exclusive dental distributor of the Embletta X100 device we have partnered with the world's largest sleep diagnostics company. SGS clients are using the latest technology and the most powerful, cost effective device available while being part of the largest network of dentists and physicians using the same hardware and software. With a per study cost as low as \$5 per test this home sleep testing program has opened the door for increased diagnosis resulting in more patients receiving the care they need. The Embletta X100 home sleep study is reimbursed by private insurance and Medicare.

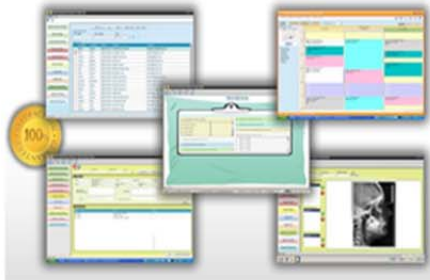


- ***Sleep Study Interpretation/Diagnosis***

A home sleep study is only good when accompanied by proper diagnosis by a board certified sleep physician. SGS works directly with hundreds of sleep physicians across North America to provide this service through SGS' web service www.interpstudies.com . This site connects dentists and sleep physicians making it possible for legal diagnosis of sleep apnea to come from an Embletta X100 device dispensed by the dentist. This very affordable service enables patients

to enter treatment earlier than if they had to wait for a sleep study in a sleep lab and provides dentists using home sleep testing with a valuable diagnostic option for patients who refused or could not go for a full in-lab study.

- **Dental Sleep Med Systems**

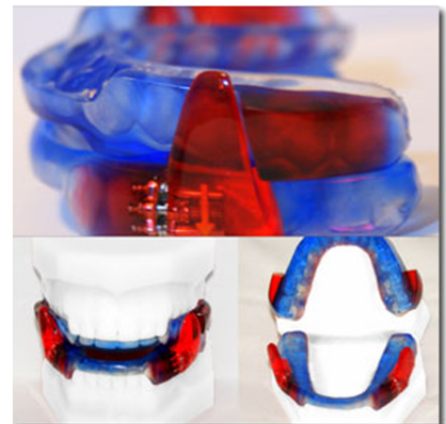


Dental Sleep Med Systems is an insurance and practice management software solution available exclusively through SGS. Dental Sleep Med Systems was designed from the ground up to provide dentists with all necessary forms, letters and patient records needed for dental sleep medicine. It also boasts powerful insurance billing features – claim forms are automatically generated and submitted electronically for the fastest possible payment on claims.

- **Oral Appliances**

- **Respire**

To compliment the screening and diagnostic services being offered SGS has unique oral appliance solutions to treat snoring and sleep apnea. The Respire Medical appliance is a mandibular repositioning splint that is custom fabricated by Respire Medical in New York. The Respire appliance offers many advantages over other designs allowing for comfortable range of motion and micro adjustments to the position of the mandible. Perhaps the greatest advantage is the price, the Respire appliance is available for a \$149 lab fee which is 4-5 times less than competitive devices.



- **NORAD**

The NORAD appliance fills the need of dentists and physicians looking for an immediate delivery solution to treat snoring and sleep apnea. The NORADs boil and bite design allows for chair side fitting and it can be re-fit as dental work is done prior to making a more permanent Respire appliance.

- **“The Sleep Magazine”**

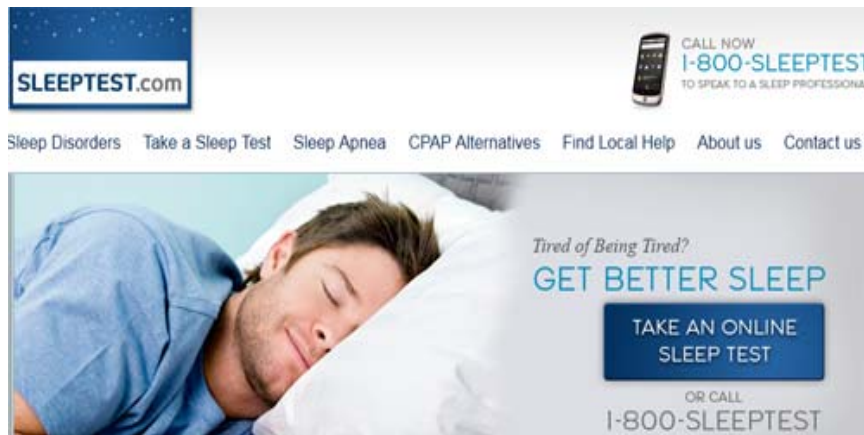
Sleep Group Solutions publishes a quarterly journal called The Sleep Magazine. This publication goes out to tens of thousands of dentists and physicians and helps raise awareness and bridge the gap between the medical and dental sleep communities.



The Sleep Magazine features editorials, clinical articles and case presentations from SGS client dentists, physicians and some of the biggest names in the industry. SGS launched this publication in 2009 and has received overwhelming praise; many doctors began using it as patient education literature for the waiting room. Future issues will bring more excellent articles and detailed information on protocols and technology for both dentists and physicians involved in the treatment of snoring and sleep apnea.

- **1-800-SleepLab**

SGS launched 1-800-SleepLab in early 2010 and it has already grown to be the largest public directory of sleep medicine practitioners in the country. Patients are going online and seeking answers to healthcare problems more than ever before, with the 1-800-SleepLab program patients can find sleep labs, sleep physicians and sleep dentists in their area. By calling the 1800 number patients will be directed to a nearby facility for consultation.



- **1-800-SleepTest / www.sleeptest.com**

In 2011 SGS partnered with online giant SleepTest.com and 1-800-SleepTest to provide yet another lead generation source for dentists offering oral appliances to treat sleep apnea. SleepTest.com is an online resource dedicated to educating the public on sleep apnea and related sleep disorders. The goal is to offer free preliminary screening that can help identify any potential sleep problems. This Sleep Test is quick and easy, and can be completed in about 5 minutes.

- **mSleepTest iPhone/iPod/iPad Application**

SGS continues the direct to consumer marketing achieved with 1800SleepLab and expands it with this innovative application for iPhones. Consumers can download this application for free and follow instructions to run a simple sleep screening on themselves. The results are submitted to SGS and forwarded to a nearby medical or dental sleep specialist for evaluation.

- **Marketing Assistance**

As part of the SGS training program for implementing sleep medicine in a dental office clients are offered marketing assistance. SGS will share marketing letters to other medical professionals and sample newspaper and radio ad campaigns. Clients are also offered a series of patient information brochures discussing the link between sleep apnea and snoring, quality of life, children, women, cardiovascular disease and diabetes.

