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FOR IMMEDIATE RELEASE

Sleep Specialists, LLC Secures Venture Capital Funding for Zzoma

FDA-Cleared Medical Device To Provide Relief to Patients with Positional Sleep Apnea

Philadelphia, PA - November 10, 2010 – Sleep Specialists, LLC, a medical device manufacturer, announced today that it received a follow-on round, completing its seed capital raise from Philadelphia-based early-stage healthcare venture group Genesyn IP Ventures.

The funding rounds out a series of milestones surrounding the company's Zzoma Positional Device, including a clinical study published in the *Journal of Clinical Sleep Medicine* demonstrating Zzoma's equivalence to CPAP in treating positional Obstructive Sleep Apnea; FDA clearance as Class-II, prescription only device for mild to moderate predominately positional sleep apnea; adoption by national distributors.

Developed by two board certified physicians with over 30+ years of experience, Zzoma is currently the only the FDA cleared medical device for the treatment of positional sleep apnea. In a clinical study, Zzoma was equivalent to CPAP in normalizing the AHI to less than 5 events/hr, nocturnal oxygenation and sleep quality. Patients were comfortably maintained in the non-supine position throughout the night.

"GeneSyn is impressed with the progress Sleep Specialists, LLC accomplished with the initial funding. They have built the infrastructure to successfully support a global launch of Zzoma and will utilize the proceeds from this round to capitalize upon a growing network of customers, distributors, and partners in the United States and abroad," said Elliot Menkowitz, MD an Executive Director of GeneSyn.

Positional OSA represents a considerable under-served market, affecting roughly 25% of patients with OSA. Patients with positional OSA have periods where they stop breathing (apneas) when are on their back, but when they are off their back these abnormal breathing events are gone. Typically these patients are treated with CPAP or are recommended homeopathic remedies such as attaching tennis balls to a T-shirt. However, as many as 50 % of CPAP users cannot tolerate the device and voluntarily stop treatment.

"Untreated or undertreated sleep apnea has been identified as an independent risk factor cardiovascular disease, heart attack and stroke. We are thrilled to provide Zzoma as a comfortable, clinically-effective alternative for physicians to prescribe for the many un- or under-treated patients suffering from positional OSA," said founder and inventor Dr. Joseph Crocetti.

For information on Zzoma and Sleep Specialists, LLC visit www.zzomaosa.com

For information on Genesyn IP Ventures visit <http://www.genesynipv.com>

About Sleep Specialists, LLC

Sleep Specialists, LLC (www.ZzomaOsa.com) is a medical device company that specializes in sleep therapy. Our team of board-certified physicians designed the Zzoma®, an FDA-cleared Class II (prescription only) medical device that treats sleep apnea. We work with healthcare professionals and sleep centers to develop products and ideas that help patients sleep better. The company is headquartered in Bala Cynwyd, Pennsylvania, and works with various distributors across the U.S. and Europe.