

FOR IMMEDIATE RELEASE

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**NEW THERAPY NOW AVAILABLE IN NEW YORK CITY AREA FOR PATIENTS WITH
OBSTRUCTIVE SLEEP APNEA**

***Leading New York City Sleep Specialist Treating Patients Who Are Among the 50
Million Americans with Sleep Apnea***

LAKE SUCCESS, NY and BELMONT, CA (October 7, 2009) – North Shore Pulmonary Associates, PC, a leading New York sleep disorder treatment medical practice, and Ventus Medical Inc., a privately held medical device company, today announced the availability of a new therapeutic option for the treatment of Obstructive Sleep Apnea, or OSA in the New York City area.

OSA is the most common type of sleep-disordered breathing. OSA is a chronic disorder characterized by pauses in breathing or shallow breaths during sleep. OSA occurs when the upper airway near the back of the mouth collapses during sleep, obstructing the airway, preventing air from entering the lungs. OSA has a number of potential serious side effects including excessive daytime sleepiness, increased risk of high blood pressure, heart attack, stroke, diabetes, obesity, increased or worsening risk of heart failure, and increased likelihood of driving or work-related accidents. An estimated 50 million people in the United States have OSA, but only 15 percent are diagnosed. In 2009 alone, an estimated 2.4 million people will be newly diagnosed with mild-to-moderate OSA.¹

“OSA is one of the most common sleep disorders for which I treat patients, and if left untreated, can lead to serious health consequences related to cardiovascular disease, obesity and diabetes,” said Jay Steven Berland, MD, FCCP, and Medical Director of North Shore Pulmonary Associates Sleep Apnea Program, Lake Success, NY and the Ultimate Health Sleep Disorders Center, New Hyde Park, NY. “While there are several effective treatments for OSA, the patients I treat are increasingly seeking therapeutic approaches that are more convenient, easy to use, and have minimal impact on their lifestyle. PROVENT Therapy is one of these options.”

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¹ Young T, Skatrud J, Peppard PE. Risk Factors for OSA in Adults. JAMA. Vol 291, No. 16, pp 2013-2016.

PROVENT Sleep Apnea Therapy is a simple, non-invasive treatment for OSA. PROVENT Therapy is a nightly-use prescription device attached with a hypoallergenic adhesive and placed over the nostrils. PROVENT Therapy works across mild, moderate, and severe OSA.

PROVENT Therapy utilizes a proprietary MicroValve technology developed by Ventus Medical. During inhalation, the valve opens allowing essentially normal airflow, and during exhalation, the valve closes, limiting airflow through two small openings, which increases expiratory pressure, helping to keep the airway open.

PROVENT Therapy has several advantages. It is easy to use, discreet and portable, powered by the patient's own breathing (no electricity required), simple, and disposable.

"I live an extremely physical and active lifestyle and when I was diagnosed with OSA in 2004, I was concerned about how treatment may limit my activities," said Maria Tonkiss-Jiminez, a resident of Middle Island, NY and patient of Dr. Berland. "I tried several treatment options, including a CPAP machine, which I found uncomfortable and made sleeping throughout the night difficult. I began using PROVENT Therapy in 2009, now have my OSA under control, and am enjoying my life's pursuits without interruption."

Currently, PROVENT Therapy is only available in limited locations in the United States, including Long Island, with the assistance and support of professional sleep physicians. PROVENT Therapy may not be appropriate for everyone. For more information, please call 1-866-542-8510 or visit www.ventusmedical.com/PROVENT.

About Sleep-Disordered Breathing

Sleep-disordered breathing broadly refers to a group of disorders characterized by abnormalities of breathing pattern (such as stopping breathing) or the abnormal reduction in the volume of breaths while sleeping. OSA is the most common type of sleep-disordered breathing. An estimated 50 million people in the United States suffer from OSA, which occurs when the upper airway (near the back of the mouth) collapses during sleep, obstructing the airway and preventing air from entering the lungs. OSA is caused by multiple factors, including sleep-induced relaxation of the throat muscles and tongue, enlarged tonsils and adenoids, an abnormally small airway diameter in the back of the mouth and throat, and extra soft tissue in and around the throat due to being overweight.

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About Dr. Jay Berland

Jay Steven Berland, MD, FCCP is Medical Director of the North Shore Pulmonary Associates Sleep Apnea Program, Partner at the North Shore Pulmonary Associates, PC in Lake Success, NY, and Medical Director of the Ultimate Health Sleep Disorders Center in New Hyde Park, NY. Dr. Berland specializes in the diagnosis and treatment of patients with sleep related breathing disorders. Dr. Berland is board certified in Sleep Medicine, Pulmonary Medicine, Critical Care and Internal Medicine.

Dr. Berland is a Fellow of the American Academy of Sleep Medicine and the American College of Chest Physicians, and a Diplomate of the American Board of Sleep Medicine. Dr. Berland received his medical degree from the State University of New York Health Science Center in Syracuse, NY. He received subspecialty training in Sleep Medicine, Pulmonary and Critical Care Medicine at New York Presbyterian Hospital's Weill Cornell Medical Center in New York City.

About Ventus Medical

Ventus Medical is a medical device company focused on improving the lives of patients with sleep-disordered breathing. Located in Belmont, California, Ventus Medical has developed and markets PROVENT Therapy, an innovative, clinically-proven treatment for OSA. Existing OSA solutions do not always meet patients' needs. Through truly innovative technology, solid clinical evidence, and a focus on the patient, Ventus Medical seeks to deliver consumer-preferred, physician-recommended solutions. The company is privately-held and funded by De Novo Ventures, Mohr Davidow Ventures, and Johnson & Johnson Development Corporation.

Important Information About PROVENT Sleep Apnea Therapy

PROVENT Therapy is indicated for the treatment of obstructive sleep apnea. PROVENT Therapy is a prescription-only product and should be used only after consultation with a physician.

The PROVENT Nasal Device should not be used if you have any of the following conditions:

- A severe breathing disorder (including respiratory muscle weakness, bullous lung disease, bypassed upper airway, pneumothorax, pneumomediastinum, etc.)
- Severe heart disease (including heart failure)
- Pathologically low blood pressure
- An acute upper respiratory (including nasal, sinus, or middle ear) inflammation or infection, or perforation of the ear drum

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