

## CLEVEMED NEWS RELEASES

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### CLEVEMED ANNOUNCES TRANSITION IN SALES AND MARKETING FOR ITS SLEEPVIEW™ TECHNOLOGIES AND SERVICES

**Cleveland, OH - September 17, 2012** - CleveMed, a leader in home sleep testing technologies and services, announced the transition of SleepView™ system sales (Sleepview® Monitor + Web Portal) from Midmark to CleveMed's direct sales and distributors due to the expiration of Midmark's exclusive distribution agreement. Existing and new customers will continue to be serviced and supported by CleveMed, the original developer and manufacturer of the SleepView™ system.

"Midmark continues to be an excellent partner who successfully deployed the SleepView system and services nationally", said Hani Kayyali, CleveMed president. "Home sleep testing is a dynamic, high growth market that requires various business models and sales strategies, which CleveMed is introducing to the marketplace. We are very supportive of our relationship with Midmark and continue to look for their guidance in this area."

SleepView® is ergonomically designed for the patient to monitor sleep apnea by self-administering an easy home sleep test. It's cloud-based data management solution combined with nationwide scoring and interpretation services improve the delivery of care from physician practices while providing access to specialty care.