



NEWS RELEASE

Zephyr partners with Apex Dental Laboratory Group to market MATRx plus

CALGARY, AB (September 14, 2020) -- Zephyr Sleep Technologies (Zephyr) is partnering with Apex Dental Laboratory Group (Apex) in a non-exclusive co-marketing relationship that provides Apex the authority to sell Zephyr's MATRx plus™ to Apex customers and prospects.

"We are pleased to be partnering with Apex Labs who provides excellent customer service through personalized support and technical expertise. MATRx plus treatment planning combined with Apex's superior clinical and technical expertise will provide dental practices a proven, precise and predictable solution to treating patients with sleep disordered breathing." Paul Cataford, Chief Executive Officer, Zephyr

The proprietary MATRx plus is the only FDA-cleared oral appliance treatment planning system available. It is an easy-to-use tablet that gathers and communicates sleep and airway data securely, via the cloud, to eliminate all guesswork and provide fast and effective oral appliance treatment for patients with sleep disordered breathing. MATRx plus treatment planning:

- Identifies whether the patient has sleep apnea
- Determines if the patient will respond to oral appliance therapy
- Identifies the target protrusive position for effective oral appliance treatment, in advance of appliance fabrication

MATRx plus provides the dental team and their patients the most efficient means to test and fit an oral appliance in the treatment of sleep disordered breathing. Traditional methods of providing oral appliances are time-consuming and inconsistent, with a failure rate of approximately 40 percent. MATRx plus system provides a positive predictive value of 92 percent when identifying patients who will be successfully treated with an oral appliance.

About Zephyr Sleep Technologies

Zephyr Sleep Technologies helps people live healthier, more productive lives by sleeping better. The company provides medical professionals with modern, precise and easy-to-use medical devices. All Zephyr products are approved by the FDA and Health Canada after extensive and rigorous clinical trial testing and validation. Our mission is to create products and empower workflows that are easy to implement and use - simply, better sleep care. The company is headquartered in Calgary, Alberta and was founded in 2010.

About Apex Dental Laboratory Group

Apex Dental Laboratory Group is a network of dental laboratories whose primary goal is to provide excellence through personalized support and technical expertise for each of our valued Doctors in their own backyard. The vision of Apex is to provide our clients with superior products and service at a reasonable cost. Apex is headquartered in Eau Claire, WI.

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For more information, please contact:

Jocelyn Christie
Director, Product Marketing
Zephyr Sleep Technologies
jchristie@zephyrsleep.com
1.877.341.8814

Amanda Sellergren
Communications Director
Apex Dental Laboratory Group
asellergren@apexlabgroup.com
1.847.942.7743