



**Media Release:** Medical Devices

**Anti-Snoring Study Confirms Benefit in Work Setting, Where Daytime Safety and Performance of Personnel are Critically Important**

Calgary, AB – May 20, 2009 – Calgary-based MPowRx Health and Wellness Products Inc. today announced the results of a study of its anti-snoring device involving the Peace Hills Emergency Services (EMS) Unit. EMS staff often sleep on-site during their shift, and snoring can have a serious impact on sleeping patterns, impacting daytime safety and effectiveness not only of the snorer but other staff who are awakened by the sound of snoring in the night.

The study survey questions and results were:

- Are you satisfied with this treatment option? (Yes -100%; No - 0%)
- Do you feel more rested and alert the next day after using the MPowRx™ Snoring Solution? (Yes – 100%; No – 0%)
- Have your colleagues in the Peace Hills unit noticed any difference in your snoring? (Yes – 50%; No – 0%; Unsure – 50%)
- Will you continue to use the MPowRx™ Snoring Solution? (Yes – 100%; No – 0%)
- Would you recommend the MPowRx™ Snoring Solution to Other EMS units and Family & Friends (Both – 100%; Neither – 0%)

“Snoring was a significant problem in our unit at one time, as our staff slept in dorms and several staff snored”, says Keri Huot, Manager Peace Hills EMS unit. “I take comfort in knowing that my team is more alert and rested during their shift, as the safety of my staff and the community we serve is critically important. I recommended the device to my husband who snores and for the first time in years, I am getting a good night’s sleep at home”.

“Snoring is a common sleep disorder affecting 60 million people in North America alone. We have seen tremendous benefit to snorers’ in family settings since the launch of the product in April 2008, however, the EMS trial confirms that the MPowRx™ Snoring Solution may have broader utility in work setting such as those of professional sports teams and the military, where safety and performance are paramount”, says Gijs van Rooijen, co-founder of MPowRx Health and Wellness Products Inc.

The MPowRx™ Snoring Solution was developed by Dr. Leslie Dort, Calgary dentist and noted dental sleep medicine researcher who conducted human clinical trials to demonstrate the effectiveness of the MPowRx™ Snoring Solution (Journal of Sleep & Breathing, 2008). The device is registered as a Class I medical device with Health Canada.

**About MPowRx Health and Wellness Products Inc.**

MPowRx Health and Wellness Products Inc. is focused on the commercialization of innovative health and wellness products. The Company's flagship product, the MPowRx™ Snoring Solution, is a clinically proven anti-snoring device distributed by Patterson Dental Canada ([www.pattersondental.ca](http://www.pattersondental.ca)) and via the internet ([www.isleepsound.com](http://www.isleepsound.com)). MPowRx Health and Wellness Products Inc. is a wholly owned subsidiary of Tech Avenue Ventures Corp. ([www.taventures.ca](http://www.taventures.ca)).

**MPowRx Health and Wellness Products Inc.**

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For more information on the MPowRx™ Snoring Solution please visit  
[www.isleepsound.com](http://www.isleepsound.com) or call [1-877-867-6979](tel:1-877-867-6979) (toll free) or email [info@isleepsound.com](mailto:info@isleepsound.com)