



Respiratory Care Group

News Release: Business: Medical Devices

MPowRx Health and Wellness Products Inc. Announces Commercial Manufacturing & Supply Agreement with Leader in Respiratory Health.

Calgary, AB – March 3, 2009 – MPowRx Health and Wellness Products Inc. announced today that it has entered into a long-term manufacturing and supply agreement with RANA Respiratory Care Group, a leader in the treatment of Respiratory and Sleep Disorders in Canada. RANA has a highly skilled team of medical and dental professionals specializing in the diagnosis, treatment, and production of quality products to help those suffering from snoring and sleep apnea. Under the Agreement, RANA will be responsible for commercial manufacturing, packaging and supply chain management of the MPowRx™ Snoring Solution worldwide. Coming on the heels of a distribution alliance with Patterson Dental Canada, the Company is well positioned to address this large and rapidly expanding market segment.

“We are very excited to partner with RANA on the manufacturing and supply of the MPowRx™ Snoring Solution, as RANA brings the depth of experience and commitment to quality and innovation that is so important to improving the health and wellness of people suffering from sleep disorders”, says Don Douglas, President of MPowRx Health and Wellness Products Inc.

Snoring is an all too common sleep disorder affecting one’s health, mood, daytime productivity and marital relations. Nearly 60 million people in North America suffer from problematic snoring, but until recently only a small number (<3%) would seek treatment from sleep specialists – social stigma, high cost of treatment and inconvenience had created roadblocks in the diagnosis and treatment of sleep disorders such as snoring. Recent studies have indicated that the percentage of people seeking treatment from snoring and other sleep related conditions has been growing by 50-75% over the last 5 years.

“There is a growing need for new treatment options as one size doesn’t fit all in the treatment of snoring”, says Darcy Andres, VP Operations for RANA Respiratory Care Group. “We are proud to play a part in the commercialization of this innovative technology”, adds Andres.

The MPowRx™ Snoring Solution was developed by Dr. Leslie Dort, Calgary dentist and noted dental sleep medicine researcher, in response to growing incidence, and unmet need for a simple, cost effective and clinically proven treatment for snoring.

About MPowRx Health and Wellness Products Inc.

MPowRx Health and Wellness Products Inc is a specialty consumer products company dedicated to the commercialization of innovative health and wellness products. The Company's flagship product, the MPowRX™ Snoring Solution, is a clinically proven over-the-counter snoring device currently available in Canada through dental practitioners and directly to consumers over the internet (www.isleepsound.com). MPowRx Health and Wellness Products Inc. is a wholly owned subsidiary of Tech Avenue Ventures Corp. (www.taventures.ca).

About RANA Respiratory Care Group

RANA Respiratory Care Group (www.ranacaregroup.com) is a diversified respiratory service company providing therapy, programs and equipment for both community and industry. RANA's head office is based in Morden, Manitoba with branch offices in Winnipeg, Brandon and Calgary, Alberta. RANA provides community-based therapy to clients with respiratory disease and conditions including asthma, chronic obstructive pulmonary disease (COPD), snoring and obstructive sleep apnea (OSA). In addition, RANA has a dental laboratory that specializes in manufacturing custom dental appliances designed specifically for the treatment of snoring and OSA. RANA's dental appliances are distributed throughout Canada to a variety of sleep medicine and dental practitioners providing therapy to clients suffering from snoring and untreated OSA. RANA is also an authorized warranty repair centre for respiratory equipment across Canada including CPAP and Bi-Level machines as well as home oxygen concentrators.

MPowRx Health and Wellness Products Inc.

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