



News Release: Business: Medical Devices

MPowRx Health and Wellness Products Inc. Joins Forces with Patterson Dental for Canadian Distribution of Flagship Anti-Snoring Device.

Calgary, AB – February 24, 2009 – Calgary based MPowRx Health and Wellness Products Inc. today announced a distribution alliance with Patterson Dental Canada Inc. for the sale and distribution of its flagship product, the MPowRx™ Snoring Solution. Patterson Dental, a subsidiary of Patterson Companies Inc. is a leading distributor of dental services, supplies, equipment & technology in North America. The Patterson alliance will enable broader access for the MPowRx™ Snoring Solution within the dental community, which is becoming increasingly aware of the impact of snoring on the health and wellness of their patients and their unique role in the diagnosis and treatment of sleep disorders.

“We are pleased to add the MPowRx™ Snoring Solution to our portfolio of value-added products”, says Mr. Ross McCallum, National Marketing Director for Patterson Dental Canada Inc. “The MPowRx device is timely, innovative, and scientifically sound, a perfect fit for Patterson Dental whose mandate is to enhance value to our customers and enable their success”, adds McCallum.

Snoring is an all too common sleep disorder affecting health, mood, daytime productivity and family relations. It is sometimes associated with a more serious medical condition called Obstructive Sleep Apnea, in which people stop breathing during sleep. 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. 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. 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 OTC treatment.

“Our alliance with Patterson Dental further validates the promise of this remarkable technology, and strengthens our ability to deliver innovative solutions to enhance the quality of care that dental practitioners offer their patients”, says Mr. Don Douglas, President of MPowRx Health and Wellness Products Inc.

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.mpowrx.com). MPowRx Health and Wellness Products Inc. is a wholly owned subsidiary of Tech Avenue Ventures Corp. (www.taventures.ca).

About Patterson Dental Canada

Patterson Dental provides a virtually complete range of consumable dental products, equipment and software, turnkey digital solutions and value-added services to the entire dental profession throughout Canada.

MPowRx Health and Wellness Products Inc.

Don Douglas, President
douglas@mpowrx.com
403.671.4627
1.877.867.6979
www.mpowrx.com