



FOR IMMEDIATE RELEASE

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Hypnoz Therapeutic Devices Announces LMA North America as Exclusive United States Distributor of the Jaw Elevation Device (JED™)

Addresses major segment of anesthesia market

SAN DIEGO, CA March 9, 2010 - Hypnoz Therapeutic Devices, Inc. announced today it has signed an Exclusive Distribution Agreement with LMA North America, Inc. The agreement appoints LMANA as the exclusive distributor in the United States of Hypnoz's first product – the Jaw Elevation Device (JED™). This agreement represents the parties' first partnership together.

The JED™ is an externally applied, non-invasive device which assists the provider in maintaining an open airway in patients who are sedated or anesthetized and whose breathing may therefore be compromised. Convenient and easy-to-apply, the JED™ lifts the patient's head to flex the neck and elevates the mandible while rotating the head backwards, creating the classic sniffing position. The JED™ will be used in Monitored Anesthesia Care cases or in other situations where the airway may be compromised. At present, clinicians manage the airway in these cases manually by holding the patients' jaws. The JED™ assists the clinician in keeping the airway open hands free. It is applicable in operating rooms, office practices, oral surgery/dental offices, interventional radiology suites, MRIs or ambulances.

"LMA is the world leader in the marketing and development of the LMA™ laryngeal mask airway," said April King, CEO of Hypnoz. "They represent an excellent partner for the distribution of the JED™ as a non-invasive airway support solution."

"The JED™ complements our airway management portfolio and strategically leverages our experienced sales force by offering yet another innovative airway management tool to share with our customers," said Steven R. Block, President and CEO of LMA North America.

"Approximately one-third of the 38 million surgical procedures in the United States require an anesthesia care provider to provide sedation while manually supporting the airway. Hypnoz believes that the JED™ will be used as the "hands-



free" solution in all of these cases and will become the standard of care for airway protection when sedation or anesthesia is required but the procedure does not necessitate an endotracheal tube or laryngeal mask airway," said William J. Mazzei, M.D., CMO of Hypnoz.

About Hypnoz

Hypnoz Therapeutic Devices, Inc. is a privately held medical device company headquartered in San Diego, CA. The Company's objective is to design, create, and manufacture devices that improve patient safety during sedation or general anesthesia. Hypnoz's first product, the Jaw Elevation Device (JED™), assists the provider in maintaining a patient's airway by mechanically providing jaw thrust. Once applied, the JED™ holds a patient's airway open and allows an anesthesia provider to safely administer sedation or anesthesia without having to handle the airway. This increases both safety for the patient and convenience for the anesthesia provider. Detailed information on the Company is available at www.hypnozdevices.com.

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