



**LMA International NV**

**LMA APPOINTED EXCLUSIVE DISTRIBUTOR OF INNOVATIVE JAW ELEVATION DEVICE FOR THE UNITED STATES**

- **Addresses new segment of anaesthesia market**
- **Leverages LMA's strong distribution network in the US**

**Singapore, March 9, 2010** – LMA international NV (“LMA”), a global leader in the development and marketing of the LMA™ laryngeal mask airway range of supraglottic airway management devices, announced today that its subsidiary, LMA North America, Inc. (“LMA North America”), has signed an Exclusive Distributor Agreement with Hypnoz Therapeutic Devices, Inc. (“Hypnoz”). The agreement appoints LMA North America as the exclusive distributor in the United States of the JED™- Jaw Elevation Device (patent pending).

“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. “This agreement allows us to address a new segment of the anesthesia market and further strengthen the LMA™ brand.”

The JED™ is an externally applied, non-invasive device which assists the user/ provider in maintaining an open airway for patients who are heavily sedated where breathing may be compromised. Convenient and easy-to-apply, the JED™ lifts the patient’s head to flex the neck, elevating the mandible while rotating the head backwards, creating the classic sniffing position. The JED™ will be used in Monitored Anesthesia Care cases and sedation cases where currently no airway device is used. At present, clinicians manage the airway in these cases through manually holding patients' jaws in position to maintain the airway. It is applicable in operating rooms, office practices, oral surgery/ dental offices, interventional radiology suites, MRIs or ambulances.

Hypnoz is a medical device manufacturer in San Diego, California. The company's objective is to design, create, and manufacture devices that improve patient safety during sedation or general anesthesia. Its inaugural product is the JED™.

"We are excited to enter into a partnership with LMA North America," said April King, CEO of Hypnoz. "LMA is the preeminent airway company in the United States and gives us broad distribution into every hospital and surgery center in this market."

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**About LMA**

LMA North America is a wholly-owned subsidiary of Singapore-listed LMA International NV, which was incorporated in the Netherlands Antilles in 1998 and listed on the Mainboard of the Singapore Exchange in March 2005.

LMA designs, develops, markets and distributes medical equipment, principally the LMA™ laryngeal mask airway range of supraglottic airway management devices. These devices are used by physicians to allow respiration, provide ventilation to, and support the airway of patients undergoing surgical procedures and life-saving interventions. Since its first product, the LMA Classic™, was approved by the FDA for use in the United States in 1991, LMA's growth has been driven by the development of innovative products, geographic expansion, and increased customer awareness of the LMA™ laryngeal mask airway as an alternative airway management device. LMA has established a leading position in this growing market.

LMA has an office in Jersey, Channel Islands, and subsidiaries in Singapore, Bonn, Germany, San Diego, California, Verona, Italy and Melbourne, Australia. DBS Bank and Credit Suisse were the Joint Global Coordinators and Joint Bookrunners for the Initial Public Offering of shares in LMA. For more information, visit [www.lmanv.com](http://www.lmanv.com).