



## **ALPHAЕON and Zelegent Announce Exclusive Global Agreement to Commercialize Office-Based Snoring Therapy**

**Irvine, Calif., Dec. 15, 2015** ALPHAЕON Corporation, a subsidiary of Strathspey Crown Holdings LLC, and Zelegent, Inc. jointly announced today that the two companies have entered into an exclusive worldwide agreement to bring Zelegent's office-based Elevoplasty technology to board certified sleep specialists. Under the terms of the agreement, which includes product development and commercialization, ALPHAЕON became the lead investor in Zelegent's Series A Financing. The amount of the investment was not disclosed.

"We are pleased to gain exclusive worldwide commercialization rights to Zelegent's office-based sleep technology, Elevo™, which may become the simplest and most effective way for patients to find relief from snoring without the drawbacks of today's available therapies," said Bart Bandy, President of ALPHAЕON Wellness. "This investment represents our first step into the Ear, Nose, and Throat (ENT) specialty."

"According to the American Academy of Otolaryngology, forty-five percent of normal adults snore at least occasionally and 25 percent are habitual snorers," said Dr. Krespi, Chairman of the Board of Zelegent, and Director of the Center for Sleep Disorders, and the NYHNI Professor of Clinical Otolaryngology, Columbia University. "As a physician who deals directly with the impact on snorers and resulting strained relationships, I'm very excited at the prospect of providing a simple, office-based minimally-invasive procedure that will bring relief to millions of people."

"ALPHAЕON's success and reach with medical devices used in self-pay procedures, and its social commerce platform ShoutMD®, make it an ideal partner to bring Elevo™ to physicians and patients," said Alexander K. Arrow, MD, Chief Executive Officer of Zelegent. "We believe this agreement will make Elevoplasty available to millions of patients who seek relief from the health and social consequences of snoring. "

The Zelegent Elevo™ and the Elevoplasty kit are investigational devices only and are not yet for sale in the United States.

### **About ALPHAЕON Corporation**

ALPHAЕON Corporation is a social commerce company with the goal of transforming self-pay healthcare by bringing to market highly innovative products and services to promote consumer wellness, beauty and performance. The company works in partnership with board certified physicians ensuring access to leading advancements in lifestyle healthcare. For more information, please visit [www.alphaeon.com](http://www.alphaeon.com).



**About Strathspey Crown Holdings LLC**

Strathspey Crown is a leading firm focused on lifestyle healthcare. Strathspey Crown uniquely partners with board certified physician specialists to bring to market innovative technologies and services in the self-pay sector. The firm is founded with physician investors across key medical specialties including: plastic surgery, ophthalmology, dermatology, orthopedics and cosmetic dentistry. For more information, please visit [www.strathspeycrown.com](http://www.strathspeycrown.com)

**About Zelegent**

Zelegent, Inc. (formerly Snorx, Inc.), is an EvoNexus medical technology company developing innovative tools for physicians who treat sleep disorders. Zelegent was co-founded by two of the world's leading authorities on sleep disorders, Dr. Yosef P. Krespi, head of the New York Head and Neck Institute Sleep Disorder Center, and Dr. David O. Volpi, founder of the eOs Sleep Network. The company's lead product is a minimally-invasive advanced medical device to be used by sleep specialist otolaryngologists to treat snoring by shortening and stiffening the patient's soft palate, which is the source of most snoring. The Zelegent Elevo™ is an investigational device only and is not yet for sale in the United States.

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Elevo™ is a trademark of Zelegent, Inc.

ShoutMD is a registered trademark of Strathspey Crown Holdings, LLC

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