



Breathe Technologies Appoints New CEO

Breathe Technologies, manufacturer of devices for respiratory insufficiency, announced today the board of directors has appointed Lawrence A. Mastrovich as the new President and Chief Executive Officer.

"Larry brings to us a phenomenal wealth of experience and strategic guidance" comments Chairman John Miclot. "He has played a highly visible and instrumental role in building value within the homecare industry, and we believe his expert insight will be paramount as the company approaches commercialization."

Prior to joining Breathe, Larry was president and Chief Operating Officer of Apria Healthcare, the largest homecare provider of respiratory and home medical equipment in the U.S. During his 25-year history with Apria, he held various management positions at the field operating level, and various executive roles, including Executive Vice President of business operations and Executive Vice President of Sales. He was appointed President and COO in 2002. Mastrovich also served as President and Chief Operating Officer of TechRx, a pharmacy technology company in 2001 to 2002.

"It is with great pleasure that I accept this position," said Mastrovich. "The talented group at Breathe has developed a technology that has the potential to significantly improve the treatment of COPD and OSA. I look forward to working with our team, customers, partners and investors as we deliver our system to a market ready for new solutions," Larry continued.

Dr. Beth Seidenberg, partner at KPCB, echoes Mastrovich's optimism. "The growing prevalence of COPD further validates the timeliness of this product." Said Seidenberg, "Breathe's board believes that Larry has the talent and experience to successfully drive this technology to commercialization."

About Breathe Technologies

Breathe Technologies, Inc., located in San Ramon, California, is a developer and manufacturer of innovative medical technologies for treating lung diseases and sleep-disordered breathing. The company was founded in January 2005 and received FDA clearance for its first- and second-generation ventilation devices, featuring the company's proprietary, open-airway platform technology. For more information please visit www.breathetechnologies.com.