

September 6, 2007

Dear Clinician,

My career in the dental industry started in 1990 at CeraMed. The company was run by my father, Andrew J. Tofe, Ph.D. During his tenure as president, he continuously delivered the dental profession with innovate bone graft substitute products. His motto was "Solutions through Science." He believed data, not hype, should be the foundation of a company's marketing efforts. Products should offer patients and treating physicians a real benefit. He saw no value in developing me-too products.

Unfortunately today most new products lack novelty and fail to deliver the profession any real benefit. This has led to an environment where success in the marketplace is dictated by the numbers of sales representatives in the field, paying top dollar to secure the support of the profession's finest minds, and hosting ever more extravagant events. Ultimately this hurts both the physician and patient in the form of higher costs, and worse yet, lessens the focus on quality research and innovation as a driver of success.

Snoasis Medical holds the same values instilled in me by my father. Products should be based on good science, delivery of superior results and improve patient outcomes, be easier to use, and reduce the overall cost of care. Over the next year Snoasis Medical will release a number of novel membranes derived from placental tissue for use in perioplastic surgery. In addition to these efforts, Snoasis Medical is focused on utilizing other novel technologies to develop an ever-improving portfolio of regenerative products.

To enable Snoasis to target its limited resources on these research and development initiatives, the Company will not have an outside sales force, hold extravagant events, or pay unreasonable honorarium fees to those who lecture on our products. Instead it will rely on the use of data derived from well designed studies, endorsements from thought leaders and teaching institutions based on product performance, and the use of information technology to keep sales and marketing expenses low.

If you want to join Snoasis as we redefine not only perioplastic surgery, but bring back an era where good science and quality research were the basis for using any given product, I encourage you to provide us with your contact information and complete our market research survey. This will allow us to contact you once we release products on a commercial scale, update you on our latest research and help us understand your needs. Thank you for taking the time to visit our booth and to read this letter.

Warm Regards,  
Snoasis Medical



Robert Tofe  
President