



snoringcenter.com

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- *Observe procedures*
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CONTACT: Stephanie Vaughn
The Buzzell Company
214-219-9191
sv@buzzellco.com

BREATHE WELL, SLEEP WELL
How The Snoring CenterSM Eliminates Snoring and Sleep Apnea

DALLAS, Texas, (March 4, 2008) – In a modern, fast-paced world where almost half of all Americans experience disruptive snoring during their lives, the idea of slowing down and turning attention to quality of sleep sounds downright dreamy. Fortunately for the sleep-deprived public, **The Snoring CenterSM – the nation’s leading provider of the Pillar Procedure and In-Office Turbinate Coblation** – is turning the tide against restless nights. A unique medical practice dedicated exclusively to the evaluation and treatment of snoring and sleep apnea, The Snoring Center offers patients cutting-edge, minimally-invasive procedures that are quick and effective. Unlike other treatments which can be painful and ultimately ineffective, The Snoring Center is on the forefront of sleep medicine technology, bringing a variety of options that make bleary-eyed mornings a thing of the past.

Sleepless Nights

Contrary to the idea that chronic snoring is just a nuisance that people must “resign to live with,” the truth is far more sobering. Chronic snoring and sleep apnea – a condition resulting when loud snoring is interrupted by episodes of obstructed breathing, leading to fragmented, unhealthy sleep – have significant impacts on both body and mind, far beyond daytime fatigue. The National Commission on Sleep Disorders estimates approximately 40 million Americans currently suffer from sleep disorders, with a whopping 90 to 95 percent going undiagnosed.

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Elevated blood pressure, auto accidents, decreased job performance, heart disease, reduced sexual drive, erectile dysfunction and even stroke are some of the myriad physical effects, not to mention the embarrassment and other social impacts on emotional and relationship well-being. The National Highway and Traffic Safety Administration links 100,000 automobile accidents every year to sleep deprivation. Research has shown that approximately 80 percent of married couples sleep apart as a result of loud, disruptive snoring – leaving little wonder why separate bedrooms are on the rise. With separate bedrooms, the intimacy and sexual health of a relationship suffers, leaving couples tired, unhappy, and even angry. A study by the British Snoreeze Census revealed that almost half of 1,000 interviewed couples argued over their partners' snoring. A proven problem with nearly 10 percent of Americans suffering from sleep apnea and many more suffering the ill effects of a bad night's sleep, the idea of resolving to "just live with it" is clearly not the best option.

The Solution

Fortunately for the tired public, modern medicine has tackled chronic snoring and sleep apnea, and emerged victorious with a handful of revolutionary procedures designed to eliminate bad sleep. The Snoring Center, founded by medical director Craig Schwimmer, MD, MPH, FACS, a board-certified otolaryngologist, offers these procedures in an office-based setting, delivering effective and tolerable relief in a quick, painless format. The **nation's leading provider of the Pillar Procedure and Turbinate Coblation** and specializing in Soft Palate Coblation and in-office Laser Tonsillectomy, the Snoring Center is leading the way to change the norm in sleep medicine treatments.

Pros and Cons of Traditional Treatments

Traditional sleep medicine treatment options – a Continuous Positive Airway Pressure (CPAP) mask, worn over the face during sleep, or surgery, which is painful and involves lengthy recovery time – are often not well tolerated by patients. Furthermore, studies have shown that overall CPAP compliance rates are less than 50 percent, leaving many snorers without effective treatment.

The Pros of Snoring Center Treatments

The procedures offered at The Snoring Center utilize the latest technology and are often performed during a single office visit. Local anesthesia is all that is needed, meaning little or no recovery time – most patients are able to return to work immediately. Even better, all Snoring Center procedures are well-tolerated by patients, with no down time, no compliance issues, and high efficacy rates.

How it Works

The Pillar Procedure, of which the Snoring Center **leads the world in number of procedures performed**, involves the placement of woven inserts into the soft palate, thereby stiffening the tissue to decrease the vibration which causes snoring. **In-office Laser Tonsillectomy** reduces the size of enlarged tonsils, which potentially block the airway during sleep. Laser Tonsillectomy is also ideal for the chronic tonsillitis sufferer, as it shrinks enlarged tonsils which can act as breeding grounds for bacterial infections. Currently, Dr. Schwimmer is the only doctor in Texas performing in-office Laser Tonsillectomy. **The nation's leading provider of Coblation-Assisted Turbinate Reduction**, a quick, well-tolerated procedure, involves the application of radiofrequency energy to shrink nasal tissue, benefitting both the snorer and allergy-sufferer. **Soft Palate Coblation** also uses radiofrequency energy to stiffen the soft palate, decreasing tissue vibration which causes disruptive snoring.

The Cost of Good Sleep

Snoring Center treatments are surprisingly affordable, with procedures ranging in price from \$1,500 - \$3,000. Considering the costs (both financial and personal) of “traditional” treatment options, the benefits of minimally invasive, well-tolerated treatments that present no compliance issues are well worth the investment. Additionally, the physical and emotional price snorers and their loved ones pay on a nightly basis, not to mention the dollars thrown at over-the-counter sleeping remedies – many which only contribute to the problem – make the benefits of treatment at The Snoring Center essentially priceless. The Snoring Center offers financing through Care Credit.

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Sleep Well

Conveniently located in Dallas and Fort Worth, The Snoring Center is accessible to all North Texas residents. A short drive from Love Field, with detailed driving directions on the website, The Snoring Center has served patients from across the globe. Experience a lifetime of better breathing and better sleep with The Snoring Center.

For more information, or to schedule a consultation, please visit

www.snoringcenter.com or call 214-369-2345.

About The Snoring Center

The Snoring CenterSM is a unique medical practice dedicated exclusively to the evaluation and treatment of snoring and sleep apnea bringing more effective, minimally-invasive treatments to the sleep-deprived public. Founded by Craig Schwimmer, MD, MPH, FACS, a Board-Certified Otolaryngologist, it is the world's leading provider of the Pillar Procedure and offers additional office-based treatments for sleep-disordered breathing.

Snoring is more than just an embarrassment and can be indicative of serious health problems. Even mild snoring can disrupt sleep, depriving snorers and their bed partners of the rest they need. Lack of sleep can cause everything from fatigue and short tempers to decreased job performance and auto accidents. The Snoring Center specializes in minimally invasive, office based treatment options. Snoring Center patients benefit from a better night's sleep, improving both their physical and personal lives.

The Snoring Center is **the world's leading provider of the Pillar Procedure, the nation's leading provider of In-Office Coblation-Assisted Turbinate Reduction, and a provider of other, state-of-the-art treatments.**

Open in Snider Plaza in Dallas and The Village at Camp Bowie in Fort Worth, for more information please visit www.snoringcenter.com or call 214-369-2345.

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