

## **Nitetronic institutes internet policy for its innovative goodnite<sup>™</sup> Anti-Snore Pillow**

### ***Manufacturer prepares for its inaugural HME exhibition***

**Upland, CA — October 17, 2016**—Nitetronic, the manufacturer of the goodnite<sup>™</sup> Anti-Snore Pillow signed an internet master distributor agreement with OxiMD. This agreement also includes ensuring compliance with Nitetronic's internet policy and minimum advertised price (MAP), prior to introducing the goodnite<sup>™</sup> to the home medical equipment audience at Medtrade Fall. Snoring affects 90 million Americans and can lead to daytime sleepiness and has been casually linked to daytime dysfunction and heart disease.

“Initial interest is very high from the HME community for this unique snoring solution,” said Dora Lin, Director of Sales, Nitetronic. “We want to ensure our provider customer base is protected by our internet policy and MAP pricing.”

“We are currently adding new re-sellers to our current provider network,” said Larry Pellerito, President, OxiMD. “Call for pricing and details, visit <http://www.mygoodnitepillow.com/>.”

The goodnite<sup>™</sup> Anti-Snore Pillow with its patented smart technology is light years ahead of the competition. It uses advanced snore detection and head position sensors inside the pillow with air chambers that inflate or deflate without a sound. When snoring is detected, one of the chambers inflates and gently turns the head to the side which reduces or eliminates snoring. goodnite<sup>™</sup> was clinically shown to alleviate snoring an average of 67% for test participants.

“In today's current reimbursement environment, adding retail sales to your business model has been a topic of conversation for the past several years,” said Ron Richard, CEO of Americas, Nitetronic. “This product is the perfect fit for your business—a healthy price point, no prescription needed and it is clinically proven to reduce or eliminate snoring.”

Visit us at Medtrade, booth #1267.

For more information, visit <https://nitetronic.com/>

For distribution inquiries, call 909.931.2999 or email [serviceusa@nitetronic.com](mailto:serviceusa@nitetronic.com)

### **About Nitetronic America, LLC**

In 2011, the Nitetronic Group was founded to develop, manufacture and sell advanced healthcare products to increase sleep quality in the U.S. and worldwide. Nitetronic operates its own factory and four sales offices in Shanghai, Hong Kong, Hamburg and recently in Upland, CA.