

FOR IMMEDIATE RELEASE
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Inogen Expands Sales Staff

Additions to provide customers with enhanced access to product and industry information

SANTA BARBARA, CA – Inogen, manufacturer of the Inogen One portable oxygen concentrator, has strengthened its position within the HME respiratory market through the expansion of its direct sales efforts. Highlighting these changes include the addition of John Wright as National Sales Manager, appointment of Bob Fary as Vice President of Strategic Accounts and the hiring of a number of Business Development Managers located throughout the U.S.

“We always strive to create an infrastructure to that ensures we consistently provide both an extraordinary product and customer experience,” said Kathy Odell, CEO of Inogen.

“With these changes, Inogen will benefit from enhanced customer dialogue. This communication, along with veteran insight gained from our expanded staff, will keep the company focused on our customers and ready for continued growth.”

As Vice President of Strategic Accounts, industry veteran Bob Fary will now provide dedicated focus on strategic account development, leadership of Inogen’s advocacy group interactions and evaluation of international business development opportunities. “This is further evidence of how committed Inogen is to meeting the needs of all oxygen therapy stakeholders” said Fary. “We understand each constituency is truly unique and Inogen continues to demonstrate that we’re committed to staffing our company for industry leadership.”

As National Sales Manager, John Wright brings more than 30 years of experience in executive leadership and is ideally suited to lead Inogen’s expanded sales efforts and contribute to the company’s overall growth in the portable oxygen concentrator market. “This is an organization truly dedicated to demonstrating the value of the portable oxygen concentrator and the advantages of the Inogen One; I look forward to creating synergy

between my experience and the success they've already achieved." Previously, Wright was Vice President of Sales at Merits Health Products. Prior to Merits, he held several executive sales positions at Invacare, including Regional Manager and Area Vice President.

The third key development in the Inogen announcement is the addition of Business Development Managers throughout the U.S. Since June, Inogen has been increasing their local market presence to support the rapidly growing POC segment. These individuals bring a variety of medical device, HME and clinical experience to consult with customers on product, reimbursement, and other industry issues.

"A rapidly changing oxygen therapy market requires a partnership between manufacturers and customers to create successful, profitable strategies for growth and we're committed to this kind of customer relationship. I'm confident we've created the right structure and team for that partnership" concluded Odell.

Inogen is innovation in oxygen therapy. With a team of known leaders in the provider industry, deep experience in medical devices, talented engineers and associates each committed to revolutionizing oxygen therapy, our vision is to develop innovative, cost effective respiratory home healthcare equipment that improves quality of life for patients and bottom line profits for providers. And we are proud to introduce our first commitment to that vision: The Inogen One.

One Solution: The single solution for home and away, for today and tomorrow, for patients and provider.

www.inogen.net

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