



CLOSER TO OUR CUSTOMERS™

**Global Headquarters**  
9351 Grant Street, Suite 600  
Thornton, CO 80229 USA  
t: 888.662.7632  
f: 303.962.1810  
www.embla.com

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## **Embla Customers**

**Subject:** Natus Medical Inc., Acquisition of Embla Systems

On Friday September 16<sup>th</sup>, Natus Medical Incorporated announced the acquisition of Embla Systems LLC. By acquiring Embla, Natus is continuing its growth and expansion plans, bringing their investment in the Neurology & PSG business to more than \$100M.

Natus Medical Inc. is a leading provider of healthcare products in three core business lines:

- Neurology systems, including EEG, LTM, EMG, and PSG
- Newborn care and pediatric products
- Hearing products, including hearing screening, diagnostic systems, and balance products

Natus and Embla believe this newly combined business will result in a stronger market opportunity that will greatly benefit our shared customers with a larger dedicated team of professionals committed to product innovation, customer service and support, and industry best-practice standards.

Retaining existing Embla customers is very important to the success of the acquisition. Therefore, we will continue conducting business as usual with a collective focus on customer service and satisfaction. Additionally, we are very excited with the proposition of a broader and deeper product line, stronger financial support and expected operational efficiencies.

The Natus Senior Management Team is committed and supportive regarding concerns around the acquisition, existing customer or Distributor agreements, quotations, purchases, service agreements and ongoing relationships. All current such agreements, customer support & service, and pricing agreements with Embla are still in operation and valid. Furthermore, Natus will continue in their support of Embla's current PSG product platforms: RemLogic™, Sandman®, and REMbrandt™. Embla Customer Service and 24 hour Technical Support will continue to be provided at our Toll Free Number: (888) 662-7632.

If you have any issues which you would like to discuss please feel free to contact Troy Pridgeon, Director of Sales North America, Patrick Burns, VP of Sales the Americas, or [your Regional Sales Manager](#).

Please join us in appreciating the added value this change will bring to the Neuro and Sleep Diagnostic marketplace.

Troy Pridgeon  
Director of Sales, North America  
Ph: (913) 780-3524  
troy.pridgeon@embla.com

Patrick J. Burns  
Vice President Sales, the Americas  
Ph: (630) 369-7066  
[patrick.burns@embla.com](mailto:patrick.burns@embla.com)