



**MedSupport Europe**  
advancing medical technology



> news > Press release Inogen, MSE official European distributor, May 2008

### **Press release Inogen, MSE official European distributor, May 2008**

After having utilised the MedSupport Europe sales and marketing and business development services for roughly two years Inogen, Inc. of Goleta, California has appointed MedSupport Europe as their European distributor, effective April 1st 2008.

Inogen (innovation in oxygen) is a fairly young company that developed an innovative technology to greatly improve quality of life for oxygen therapy dependent patients. The newly developed solution is called Inogen One™. It is a portable solution, so users can get their oxygen therapy as prescribed by their pulmonologists, yet they are hardly restricted to go as they please; to lead and plan their lives as they please. Inogen One is greatly appreciated by patients and home healthcare providers.

MSE has been supporting Inogen since the first half of 2006 with their goals to develop the business in Europe. This has led to a much better understanding of the opportunities and the specific circumstances at hand in Europe.

After working together for 2 years and following the realisation of first sales successes, Inogen has now asked us to strengthen the relationship between our companies. This has resulted in MSE accepting the role of master distributor for Europe.

MSE is highly pleased to take on this next responsibility which involves a wider geographic scope and of course intense operational activities.

Inogen's sales and marketing is led by Mr. Scott Wilkinson, senior VP. Scott strongly believes in the potential of the European market. "I am convinced to have made the right choice of partner for the European distribution and given the experience in working with MSE that was an easy choice".

As a sales and marketing consultancy company this is a slightly different activity from MSE's advice work. Given the intense relationship we had already going and the strong belief in the technology, we are simply very happy doing this. It allows us to execute the marketing and entry strategy MSE has developed for Inogen. Put your resources where your mouth is!!