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WAKE UP BAY AREA
SERENO OPENS FLAGSHIP PRACTICE IN SAN FRANCISCO
*-New Medical Practice Offers Comprehensive Solutions
for Snoring Sufferers-*

San Francisco, CA – February 3, 2010 – Sereno™, The Center for Snoring Solutions, opened its doors to patients this month at its flagship practice in San Francisco. Sereno is the first medical center of its kind dedicated solely to resolving snoring issues by providing patients with a comprehensive, solutions-based approach.

Snoring is serious and affects the lives of 90 million Americans, according to The National Sleep Foundation. In addition, 24% of couples sleep apart because of snoring issues.

Sereno was developed in response to this overwhelming need for a medical practice dedicated to alleviating snoring. While other medical professionals administer various snoring procedures as part of their larger practices, Sereno offers a comprehensive, minimally invasive solution designed to treat each patient's particular causes of snoring. Sereno's holistic approach includes a customized lifestyle, diet and nutritional program.

Said Sereno medical director Dr. Matthew Mingrone, "When patients learn there is an accessible and viable solution to their snoring problems, they are amazed that they have suffered for so long without getting medical treatment." Mingrone adds, "Empowering patients to lead happier, healthier lives is our end goal."

Staffed by highly trained medical professionals utilizing FDA-approved techniques that can usually be performed in less than an hour, Sereno offers patients the potential for a better life.

Sereno™ is a revolutionary new practice dedicated to improving patient's lives through comprehensive treatment of snoring. Sereno is headquartered in San Francisco and aims to expand nationally based on consumer demand. Call 415-525-8400 or visit www.serenocenter.com to learn more.

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