

speech buddies[®]



**we're speech buddies.
we're here to help.**

PRESS KIT



who we are.

We're going for it. At Articulate Technologies, we're taking on the challenge of improving global standards for speech and communication. It's a big one. A challenge where the needs are great, but even at a time of great technological advancements, the solutions fall short.

We're committed to making a difference. And we are committed to helping the lives of families with speech and communication disorders. That is our promise to the world.



who we help.

We help children. We help parents. We help schools. We help health care providers. We're here to help the millions that are touched by speech and communications disorders by providing solutions. Real solutions. Solutions that provide empowerment. Solutions that provide confidence. Solutions that get kids back in the classroom and that give parents one less thing to worry about at night.

speech buddies®



SPEECH BUDDIES SOLVE SPEECH PROBLEMS



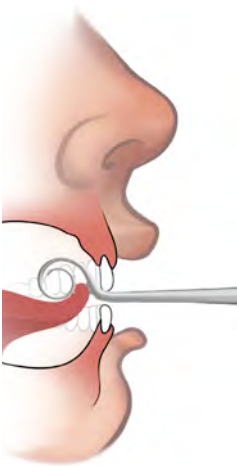
Speech Buddies help children overcome articulation disorders, which are the most common type of speech challenge. Speech Buddies are a new kind of helper: scientifically designed and easy-to-use, Speech Buddies are handheld devices that accelerate learning with the hardest problem sounds: R, S, CH, L, and SH.



Speech Buddies work by providing targets inside the mouth for children to feel correct tongue placement when attempting to pronounce problem sounds. Speech Buddies can quickly help children turn their “wabbits” into “rabbits,” “wessons” into “lessons,” and “thocks” into “socks.” This tactile feedback within the mouth is often just what kids need to achieve learning breakthroughs.



Parents can choose to use Speech Buddies at home with their child or bring their Buddy to speech therapy lessons with the goal of accelerating learning and correcting problem sounds.



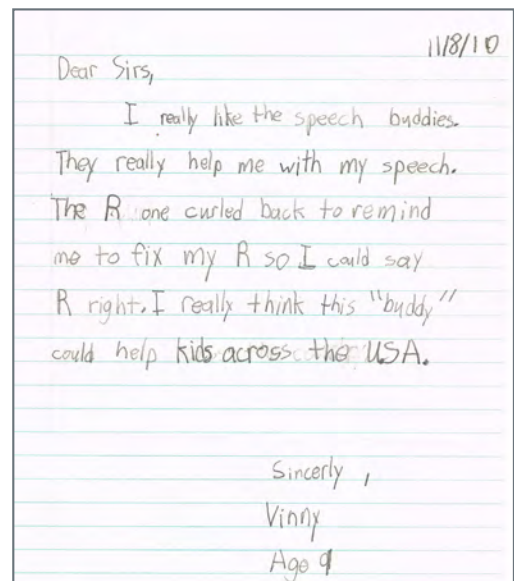
HIGHEST OF STANDARDS

Speech Buddies are FDA listed and are made in California at a registered medical device facility. Our clinical standards are the most rigorous in the industry. The INTACT (Intra Oral Tactile Bio-Feedback) study, a single blind, randomized and controlled study, is one of several research initiatives underway to demonstrate the effectiveness of Speech Buddies.

Preliminary results from the INTACT study show that children with speech disorders who use Speech Buddies learn twice as fast on average as those who do not use Speech Buddies.¹

VINNY APPROVED

Vinny is a 9 year old boy from Virginia who struggled to correctly produce his R-sound for many years. After using Speech Buddies for just a few weeks both at home and with his speech therapist, he sent us this letter:



FACTS

Scope of Challenge:

- Approximately 6-8% of children may have speech and language difficulties.²
- There are more than 140,000 practicing speech therapists in the United States.³

Options:

- Private therapy in the US usually costs an average of \$90-\$140 per hour.
- On average it takes 20-30 treatment hours to treat an articulation disorder.^{4,5}
- Health insurance rarely covers speech therapy.
- Children with mild to moderate speaking disorders rarely qualify for public speech therapy programs through their school or state.

Fun Facts:

- Many famous people overcame speech and articulation disorders, including Thomas Jefferson, Humphrey Bogart, Winston Churchill and Elton John.



1. Gordy Rogers & Jessica Galgano, Speech Buddies and Intra-Oral Tactile Biofeedback, 2010.

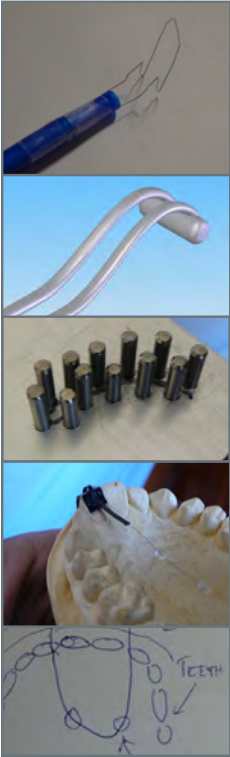
2. James Law, Zoe Garrett & Chad Nye, "The Efficacy of Treatment for Children with Developmental Speech and Language Delay/Disorder" Journal of Speech, Language, and Hearing Research 47 (2004): 924-43.

3. <http://www.asha.org/about/>

4. Gregory Jacoby et al., "The Number of Individual Treatment Units Necessary to Facilitate Functional Communication Improvements in the Speech and Language of Young Children," American Journal of Speech-Language Pathology 11 (2002): 370-80.

5. "National Outcome Measurement System Pre-Kindergarten Report," American Speech-Language Hearing Association, 2009, 15.

OUR STORY



In the Spring of 2006, Gordy Rogers noticed something very interesting while completing clinical rotations to earn his Master of Science in speech therapy. He observed that doctors, nurses, and clinicians in nearly all medical disciplines used technological solutions to provide the best possible treatment for their patients. Conversely, his speech therapist colleagues did not have these options and were using common items like coffee stirrers, tongue depressors, and peanut butter to attempt to achieve their clinical goals.

Gordy began discussing these technology shortcomings in the field of speech therapy with his longtime friend Alexey Salamini, who was pursuing a graduate degree in medical device engineering at the Massachusetts Institute of Technology.

More than four years, thousands of ideas, and hundreds of prototypes later, Speech Buddies were launched. Now children, parents, and speech therapists around the world have access to a new solution that is beginning to redefine the way in which speech disorders are treated.

Articulate Technologies, Inc., was founded in 2007 and has grown into an interdisciplinary team of nine experts spanning the fields of speech therapy, medical device engineering, speech research, product design, and our most important experts...parents!





QUOTES FROM THE CLINIC



Pamela Ely, M.S. CCC-SLP

"Although we don't like to admit it as speech therapists, sometimes we throw our hands down in frustration and have to grab a coffee stirrer or a spoon to help physically guide a patient's tongue to the right spot to help show them where it needs to go. I'm so happy that finally a solution exists to accomplish this task in a much more effective, consistent and professional way."

- Pamela is the director of The Ely Center, a large clinic in the Greater Boston Area.

Dr. Dennis Ruscello, Ph.D. CCC-SLP

"The simplicity and ingenuity behind the Speech Buddies design now makes this treatment methodology available for widespread use among practitioners."

- Dr. Ruscello is a Professor of Speech Pathology and Audiology at West Virginia University. He has published five books and numerous journal articles in the field of speech sound disorders.

Donna Orloff, M.S. CCC-SLP

"The world of Speech Pathology has access to limited clinical technology. The method of almost instant intra-oral tactile feedback provided by Speech Buddies is effective and works impressively well. Speech Buddies do a great job of teaching children how to correctly place their tongue to accomplish proper sound production."

Parents are impressed and supportive when I am able to recommend a technological option for their child that I think will speed up their learning process. As for the kids, they always love gadgets, games and anything "techy" - especially something that they can actually touch which helps them see rapid positive results."

- Donna Orloff, with over 30 years experience, is director of Full Potential Resource Center in New York.

Vivian Topp, M. Ed. CCC-SLP

"Tactile feedback within the mouth to teach proper tongue placement is a very powerful teaching method to help kids overcome articulation disorders. Speech Buddies use this method, and allow me to conduct much more effective group sessions. Since Speech Buddies facilitate jaw stabilization and tongue-jaw disassociation they can be readily used at home by parents. When parents become more involved in their child's treatment, therapy becomes more effective and affordable."

- Vivian Topp has been co-director of Ambi-Lingual Associates, Inc. in the Miami area for over 20 years.

Dr. Jessica Galgano, Ph.D. CCC-SLP

"Preliminary evidence, as well as my own anecdotal evidence obtained using these tactile biofeedback tools, has done nothing other than begin to convince me of how effective Speech Buddies can be."

- Dr. Galgano is the director of Open Lines Speech and Communication in New York City. She is an Associate Scientist at NYU School of Medicine and is the author of several peer-reviewed publications.



NEWS

Articulate Technologies launches Speech Buddies, a New Consumer Medical Device to Help Children with Speech Disorders

SAN FRANCISCO, CA - Markewire - October 27, 2010

Speech therapy is an industry that has historically shown limited adoption of technology, unlike most health care fields. The inability to produce speech sounds correctly affects approximately 6% of school age children. Articulate Technologies, Inc., has just launched Speech Buddies - a new line of products to help young children overcome speaking disorders. Speech Buddies (www.speechbuddy.com) are a new kind of helper: a family of practical, handheld devices that accelerate learning with the hardest problem sounds: R, S, L, CH, and SH.

Speech Buddies work by providing targets inside the mouth for children to feel correct tongue placement when attempting to pronounce problem sounds. Speech Buddies can quickly help children turn their "wabbits" into "rabbits," "wesson" into "lessons," and "thocks" into "socks." This tactile feedback within the mouth is often just what kids need to achieve learning breakthroughs.

Parents can choose to use Speech Buddies at home with their child or bring their Buddy to speech therapy lessons with the goal of accelerating learning and correcting problem sounds.

"Parents and children have been thrilled about Speech Buddies and this new approach has been well received by the professional community," says Gordy Rogers, M.S. CCC-SLP, speech therapist and Chief Scientific Officer of Articulate Technologies. "For years, speech professionals have not had the benefit of technology in their treatment of speech disorders and have used household items like coffee stirrers, spoons, and peanut butter to try and help their clients. Speech Buddies are more sophisticated, produce better outcomes, and are applicable to a wide variety of cases. Getting parents involved in the learning process either on their own at home or in combination with traditional therapy, gives families a sense of empowerment as they see improvement quickly."

Speech Buddies were invented by a pair of high school classmates who put together an interdisciplinary team of MIT engineers and speech therapists across the country to help develop the solution. After hundreds of prototypes and refinements over the course of several years, the first-in-class system is finally accessible to both parents and speech therapists. Prices range from \$149 for single Speech Buddies (R, S, L, CH or SH) to \$299 for the Professional Set of all five Speech Buddies.

A clinical trial, INTACT (Intra-Oral Tactile Biofeedback), is currently underway to examine the efficacy of Speech Buddies in children aged 5-8 years old. It is a randomized, controlled, single blind clinical study; preliminary results are extremely encouraging and peer reviewed publication is pending.



NEWS

Clinical Trial Shows Children Can Overcome Speech Delays Twice as Fast using Speech Buddies: A New Consumer Medical Device for Speech Therapy

SAN FRANCISCO, CA - Marketwire - January, 20 2011

Articulate Technologies, Inc. has announced preliminary data from a research study showing that Speech Buddies can help children learn to correctly pronounce problem sounds twice as fast as those without Speech Buddies (www.speechbuddy.com). This family of practical handheld devices help children overcome speaking disorders by accelerating learning of the hardest problem sounds: R, S, L, CH, and SH.

"This body of research is tremendously important to the speech therapy community and to parents around the world," says Gordy Rogers CCC-SLP, speech therapist and Chief Scientific Officer of Articulate Technologies. "For years, speech therapists have been using household items like coffee stirrers, spoons, and peanut butter to try and help their patients. Parents can become frustrated at how long it takes for their children to make progress. We've known that Speech Buddies produce better outcomes, but now we have the data from a rigorous research trial to support it."

"We're so excited about helping parents and children. Many schools and public speech therapy programs turn away kids who have speaking disorders that are not severe enough to qualify for public therapy. Until now, this has left many parents with the alternative of high-cost private therapy, which may not be covered by health insurance," Alexey Salamini, Chief Executive Officer of Articulate Technologies commented. "This study shows that parents now have a new, low cost option that is effective with varying severities of speech challenges."

How Speech Buddies Work

Speech Buddies work by providing targets inside the mouth for children to feel correct tongue placement when attempting to pronounce problem sounds. Speech Buddies can quickly help children turn their "wabbits" into "rabbits," "wessons" into "lessons," and "thocks" into "socks". This tactile feedback within the mouth is often just what kids need to achieve learning breakthroughs.

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About the INTACT clinical Trial

The INTACT (Intra Oral Tactile Biofeedback) study is a randomized, controlled, single blind study with children aged 5-8. With 75% of enrollment complete, the results show that after eight therapy sessions, children who use Speech Buddies pronounced an average of 71% of stimulus items correctly while those who did not use Speech Buddies averaged 32% correct.

EXECUTIVE BIOS

Gordy Rogers, M.S. CCC-SLP, *Co-founder and Chief Scientific Officer*

Gordy is the principal investigator for all Speech Buddies' clinical efficacy programs and is a regular contributor to the American Speech-Language and Hearing Association's research and commercial programs. His clinical practice on speech and articulation disorders focuses on pre-school and school-aged children. Gordy earned his Bachelor of Arts in linguistics from Yale University and his Master of Science in speech-language pathology from Teachers College at Columbia University. Gordy is also a New York area trivia champion and was featured in an episode of the popular quiz show *Cash Cab*. He lives in New York City with his wife and son.

Alexey Salamini, *Co-founder and Chief Executive Officer*

Alexey is a medical device entrepreneur with a passion for developing elegant solutions to help improve global standards for health care. Prior to founding Articulate Technologies, Alexey helped found Miramar Labs, a dermatology start-up spun out of the Foundry, a medical device incubator. Alexey began his career as a product designer and manager at IDEO where he developed products in a variety of industries from consumer electronics and medical devices, to kitchen accessories and office furniture. Alexey received his Bachelors in Mechanical Engineering from Princeton University and holds a Masters in Mechanical Engineering and MBA from MIT. In his youth, he won a gold medal for the United States at the 1999 World Rowing Championships, now he gets his kicks trekking in the California wilderness and getting letters from kids that Speech Buddies have helped!

Adrienne Penake, *Chief Financial Officer*

Adrienne is a finance professional who has spent her career in banking and consulting services. Prior to joining Articulate Technologies, she was an Associate Director at Bear, Stearns & Co. in San Francisco where she specialized on portfolio strategies for banks and corporations. She began her career as a Fixed Income Analyst for Goldman Sachs in New York.

Adrienne is a CFA charterholder and received a Bachelor of Arts in Economics from Northwestern University. She has sat on the Board of Directors for the Financial Women's Association of San Francisco and is a member of the CFA Institute. As a working mom, Adrienne is thrilled to offer parents an effective solution that saves both time and money. Prior to Speech Buddies, she didn't know that combination was possible in parenting! She lives in San Francisco with her husband and daughter.

Scientific Advisory Board

Dr. Dennis Ruscello Ph.D. CCC-SLP, *Speech Pathology Department Chairman, West Virginia University*

Dr. Jessica Galgano Ph.D. CCC-SLP, *Open Lines Speech and Communication, Director*

Donna Orloff M.S. CCC-SLP, *Full Potential Resource Center, Director*



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