

## VertiFlex Strengthens its Executive Management Team

### For Immediate Release

SAN CLEMENTE, September 22, 2008 – VertiFlex, Inc., a private medical device company focused on developing percutaneous, minimally invasive and motion preservation products for disorders of the spine, announced today important additions to the executive management team:

- Jack Carlson, appointed Vice President, U.S. Sales
- Scott Lynch, appointed Vice President, Global Marketing
- William Joseph, appointed Vice President, Operations

Earl R. Fender, President and Chief Executive Officer, said “We are pleased to have attracted individuals with such caliber into the VertiFlex organization. Their past experiences, specifically in spine, make them highly qualified to lead our developing company through its next phase of growth.”

Jack Carlson brings to VertiFlex over 25 years of experience in the medical device industry. Mr. Carlson’s responsibilities will include leading the U.S. distribution channel and strategy development, and to continue the growth of the company’s revenue and customer base in the United States. Prior to joining VertiFlex, Mr. Carlson held the following positions at DePuy Spine, a Johnson & Johnson company: Area Vice President, Sales; Vice President, Strategic Accounts; and Vice President, U.S. Sales. As Vice President, U. S. Sales, Mr. Carlson managed a distribution network of over 500 sales representatives that resulted in revenue in excess of \$600M. Mr. Carlson has extensive experience in leading both independent and direct sales forces.

Scott Lynch brings to VertiFlex over 15 years of medical device experience. Mr. Lynch’s responsibilities will include developing the company’s marketing strategy and assisting with the overall direction of the company. Prior to joining VertiFlex, Mr. Lynch served as the Vice President of Global Marketing at Northstar Neuroscience, a medical device company developing neurostimulation implants to treat neurological disorders. Prior to that, he served as Vice President of Global Marketing at Zimmer Spine, the world’s largest orthopedic company. While at Zimmer, Mr. Lynch successfully developed a global strategy for sales and marketing efforts, overseeing numerous product launches of medical devices for treating spinal disorders. Prior to Zimmer Spine, he held product management positions at other medical device companies, such as Urologix, Inc. and SCIMED Life.

William Joseph brings to VertiFlex over 26 years of experience in operations. Mr. Joseph's responsibilities will include leading and managing the operational functions of the company while guiding the team towards operational excellence. Prior to joining VertiFlex, Mr. Joseph served as the Vice President of Operations for Innovative Spinal Technologies, a medical device company. Prior to that, he was the Director of Operations at Nuvasive, Inc., one of the leading medical device companies in the spine industry.

"The addition of these three team members continues to build on the successes that VertiFlex has achieved thus far. Scott Lynch's many years of experience in strategic marketing at one of the leading medical device companies will help us build a competitive edge in the market place. Jack Carlson's experiences in building sizable businesses make him highly qualified to lead our developing sales force, and William Joseph's expertise will enable us to meet the needs of our customers" remarked Mr. Fender.

### **About VertiFlex**

Founded in 2005, VertiFlex, Inc. is a privately held venture-backed medical device company headquartered in San Clemente, California and operating in both the U.S. and globally. The company is dedicated to the development and advancement of minimally invasive and motion preservation technologies for disorders of the spine. The company recently completed a \$28 million Series C round of equity financing led by New Enterprise Associates, Inc. (NEA). Also participating in the financing were existing investors, Alta Partners, Aberdare Ventures, and Morgenthaler Partners. For more information, please contact Kathryn Larson, Marketing Manager at [info@vertiflexspine.com](mailto:info@vertiflexspine.com) or 949-940-1400.