



## **Spine Wave Announces Launch of Cervical Product Line**

### **Private Label Agreement to Distribute Cervical Products enhances Product Portfolio**

SHELTON, CT – November 2, 2011 – Spine Wave, Inc. today announced that it has entered into a private label and distribution agreement to sell an anterior cervical plate and a PEEK cervical interbody spacer. Spine Wave will initiate a limited launch of the cervical product family in January of 2012 with the full commercial launch expected in Q2 2012.

“This private label agreement allows us to keep our internal R&D resources focused on the development of highly differentiated technologies while satisfying our independent distributors’ desire for a more comprehensive line. The expansion of our independent distribution channel is currently one of our top priorities,” said Mark LoGuidice, Spine Wave Chairman and CEO. “We are pleased with the growth we have been able to generate with our existing lines and with the pending commercial launch of the StaXx XDL as well as the anticipated introduction of four highly differentiated technologies, 2012 is shaping up to be a very exciting year.”

Spine Wave’s product portfolio features many differentiated technologies including the flagship product, the StaXx<sup>®</sup> XD Expandable Device, which has a three year proven track record for posterior surgery. The StaXx<sup>®</sup> XDL Expandable Device which is now in a limited release phase in the US, was pioneered by Prof. Jürgen Harms and is intended to be implanted using a lateral surgical approach. In addition to the expandable technologies, the Sniper<sup>®</sup> Spine System is rapidly gaining a reputation as a leading MIS screw system and the company has made a significant investment in inventory in anticipation of a rapid increase in the size of the independent sales force. In the third quarter of 2011 the company added 13 new distributors and is actively recruiting sales managers to further expand the independent channel.

### **About Spine Wave**

Spine Wave is committed to the development and delivery of high-quality innovative medical devices for the treatment of spinal disorders. The Company is focused on commercializing technology platforms that offer spine surgeons novel and useful solutions to common surgical problems. The Company’s product portfolio includes the StaXx<sup>®</sup> XD Expandable Device, StaXx<sup>®</sup> XDL Expandable Device, Sniper<sup>®</sup> Spine System, CapSure<sup>®</sup> PS2 Spine System, NuCore<sup>®</sup> Injectable Nucleus, and several

additional products in development. For further information, visit the Company's website at [www.SpineWave.com](http://www.SpineWave.com).

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