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Spinal Elements Announces Appointment of Industry Veteran Rick Simmons as Chief Marketing Officer



Carlsbad, CA – September 23, 2020 - Spinal Elements, a Carlsbad, CA-based medical device company focused on spine surgery procedures, today announced a senior leadership appointment to support its continuing growth. Rick Simmons joined Spinal Elements as Chief Marketing Officer with responsibility for Marketing, Product Development and Business Development, effective August 3, 2020. Simmons brings to Spinal Elements over 30 years of commercial experience, procedural innovation, and clinical adoption expertise. He will support the Company's focus on becoming a leader in the global spine market and minimally invasive surgery, including the emerging market development of the ambulatory surgery segment.

Simmons has a track record as an innovative medical device commercial leader driving new technology market development. Surgeon driven innovation and new market development is expected to help drive growth for Spinal Elements. Simmons joins Spinal Elements most recently from Benvenue Medical where he was Vice President of Marketing & Sales. Previously, he spent 10 years at DePuy Synthes Spine and TranS1 serving as Corporate Consultant and Vice President of Sales and Marketing - General Manager of Advanced Technologies, respectively. Simmons began his medical device career at Acufex Microsurgical (acquired by Smith and Nephew) progressing to senior marketing and international sales management, and then spent 9 years with Genzyme Tissue Repair, Innovasive Devices (acquired by Johnson & Johnson's Mitek), and NuVasive as an accomplished marketing and sales leader.

Simmons commented, "I have remained close to the Spinal Elements team since the company's founding. It is very satisfying to have seen the company continue to innovate while scaling the operation. This is a dynamic time to join the organization and to commercialize the innovative procedural solutions that are under the MIS Ultra brand by lending my early stage market development experience to the team."

"Adding a proven industry expert and well-respected leader like Rick to Spinal Elements strengthens our ability to drive the market expansion of the entire portfolio but in particular our growing suite of products in the MIS Ultra platform," said Jason Blain, President & CEO. "Having previously worked with Rick, I am looking forward to the addition of his skills and leadership to our impressive team at Spinal Elements."

Spinal Elements is a Carlsbad, California based medical device company focused on the design, development and commercialization of a comprehensive portfolio of systems, products and technologies for spine surgery procedures. A leading designer, developer, manufacturer and marketer of innovative medical devices used in spinal surgical procedures, Spinal Elements combines leading medical device technologies, biologics and instrumentation to create positive surgical outcomes that exceed surgeon and patient expectations. Spinal Elements has built a reputation delivering innovative and differentiated technologies that enable fundamental shifts in solutions for spine surgery. The company markets a complete portfolio of advanced spinal implant technologies. For more information, please visit www.spinalelements.com.

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PRESS RELEASE MM-090-0001 Rev 20200831