



PRESS RELEASE

## **Amendia Announces Corporate Name Change to Spinal Elements to Reflect Commitment to Spinal Surgical Market**

**MARIETTA, GA** – July 7, 2017. Amendia, Inc.—a leading designer, developer, manufacturer, and marketer of innovative medical devices used in spinal surgical procedures—announced today that it is rebranding itself as Spinal Elements. The change reflects the company's dedication to developing novel medical device technologies, biologics, and instrumentation to create positive surgical outcomes.

"Adopting the name Spinal Elements reflects our commitment to delivering innovative, best-in-class products and providing surgeon customers with the solutions they need to treat to their spinal patients," said Chris Fair, CEO of Spinal Elements. "During the acquisition of Spinal Elements, Inc., one of the key attributes we identified was the deep brand awareness the company had developed over the past decade. This announcement highlights that awareness and signals to our customers that we will continue to be a leading innovator in the spine industry."

Spinal Elements will continue to market its legacy Amendia-branded products, which have provided patients and healthcare providers with industry-leading spinal surgical solutions for nearly a decade, and will also maintain all of the leading-edge products acquired during its recent acquisition of Spinal Elements, Inc.

"We know surgeons want access to the most advanced spinal surgical technology to manage their patients' outcomes," said Jason Blain, President of Spinal Elements. "To that end, we will continue to provide them with the innovative tools they need to best navigate their patients' care programs."

The rebranding will be implemented across the company's products and services over the course of 2017.

### About Spinal Elements

Spinal Elements is an outcomes-driven spinal surgical solutions company with locations in Carlsbad, California and Marietta, Georgia. A leading designer, developer, manufacturer, and marketer of innovative medical devices used in spinal surgical procedures, our mission is to develop novel medical device technologies, biologics, and instrumentation to create positive surgical outcomes that exceed surgeon and patient expectations. For more information, please visit [www.amendia.com](http://www.amendia.com) or [www.spinalelements.com](http://www.spinalelements.com).