



Interventional Spine®, Inc. Strengthens its Sales Force

Irvine, CA – Friday, January 28, 2011 – Interventional Spine®, Inc. today announced the appointment of Brit DuBois, Vice President, Distributor Relations.

Mr. DuBois brings to Interventional Spine 25 years of experience in the orthopedic and spine industry. He has worked for a number of respected implant manufacturers including Zimmer Orthopedics, Medtronic Sofamor Danek, Aesculap, Macropore and Lanx, Inc. Prior to joining Interventional Spine, Mr. DuBois served as Vice President of Business Development and Surgeon Relations at Lanx where he established 23 national distribution networks and managed Regional Vice Presidents, Clinical Associates, Product Specialists and Sales Reps. His team was responsible for increased sales from \$1.3 million to \$17 million in less than two years.

"I'm looking forward to partnering with Interventional Spine to aggressively grow the Company's sales network. The Company has truly found a niche in developing cutting-edge percutaneous systems that should produce huge revenue opportunities in the year ahead," said Brit DuBois.

In addition to Mr. DuBois joining the team, the Company has promoted two senior Territory Managers to Area Directors of Sales. Adam Lampart will serve as the Area Director of Sales, Southeast, and Elizabeth Murphy will serve as the Area Director of Sales, Northeast. Mr. Lampart and Ms. Murphy will be responsible for growing and managing a team of experienced sales representatives in their respective territories.

"I am excited about the evolution of our sales leadership team and believe that these individuals have the right blend of industry experience and business development expertise to drive the expansion of our U.S. market," said Walter Cuevas, Chief Executive Officer.

Interventional Spine®, Inc. is a privately held company based in Irvine, California, that designs, develops and markets patented implantable devices for the spine that can be deployed via percutaneous techniques.

Their product offerings include the PERPOS® PLS System with a unique one size fits all BONE-LOK® implant for the lumbar spine, the PERPOS® Percutaneous Cervical System which received the Best New Technology in Cervical Care Award for 2010, and RENEW™, an interspinous allograft that can be used as an adjunct to posterior instrumented fusion.

Supported by the Company's unique product introduction systems, Interventional Spine's products provide benefits to patients, surgeons and hospitals alike. More information on the Company and its products can be found at: www.i-spineinc.com

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