

Relievable Medsystems Appoints Alex M. DiNello as President and Chief Executive Officer

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REDWOOD CITY, Calif., Aug. 23, 2011 /PRNewswire/ -- [Relievable Medsystems, Inc.](#) [1], today announced the appointment of Alex DiNello to the position of president and chief executive officer and as a member of the company's board of directors. The Company recently received FDA approval of an Investigational Device Exemption (IDE) to begin its SMART pivotal trial. The Surgical Multi-center Assessment of RF Ablation for the Treatment of Vertebro-genic Back Pain (SMART) trial is a prospective, randomized, double-blind, sham-controlled investigation evaluating the reduction of pain in patients with chronic axial low back pain that is targeting to enroll 200 subjects.

"As a minimally invasive therapy for those who suffer from inadequately treated chronic low back pain, the Intracept System has the potential to significantly and positively affect people's lives," said Mr. DiNello. "I joined the Relievable team because I believe the Intracept System brings a highly innovative, differentiated technology requiring no implant to spine specialists and their millions of patients who suffer from this debilitating and painful condition."

Mr. DiNello brings over 20 years of experience in the medical device industry, including 18 years focusing on spinal therapies and related medical devices. He has extensive product development, clinical, and commercialization experience including over 60 products successfully launched across the globe. Prior to joining Relievable, DiNello served as vice president and general manager for Medtronic Kyphon. Prior to that, he served as vice president of research and development for Medtronic Kyphon. Previous to that, he was vice president of research and development for Abbott Spine. He also served as vice president of strategic development and research and development at DePuy Spine, a Johnson & Johnson company.

"Alex is uniquely suited to lead the company during this critical phase of exe
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Links:

[1] <http://www.relievable.com/>

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