Former Cyberonics and Boston Scientific Executive Brings Extensive Experience in Sales, Marketing and General Management

The Associated Press

SUNNYVALE, Calif.--(BUSINESS WIRE)--Feb 28, 2012-- Aptus Endosystems today announced the appointment of James Reinstein as President and Chief Executive Officer, effective February 27, 2012. Mr. Reinstein joins Aptus from Cyberonics where he held the position of Senior Vice President and Chief Commercial Officer. Prior to joining Cyberonics he held executive positions in sales, marketing and senior management in the United States, Europe, Latin America and Asia with the Boston Scientific Corporation. Jeff Elkins, the current President and Chief Executive Officer will remain in the company as Senior Vice President and Chief Operating Officer. Jeff will continue to be a member of the Board of Directors. Mr. Reinstein has also been appointed to Aptus' Board of Directors.

Mr. Reinstein has a long and successful track record of growing revenues and profits, building effective global teams and introducing new products for market leadership. He led the commercial turnaround at Cyberonics by growing revenues from approximately $100 million in 2008 to well over $210 million in this fiscal year. As the general manager of the Epilepsy franchise at Cyberonics, Mr. Reinstein led the development of the company's strategic direction which lays the path for Cyberonics to continue its growth trajectory for many years to come. During his 17-year career at Boston Scientific, Mr. Reinstein lived, worked and, most importantly succeeded in every critical medical device market in the world. He held general management positions in Latin America and Asia which resulted in the operational turnaround of those entities. He built strong teams within those operations with solid competencies in sales, marketing, government affairs, reimbursement, logistics and finance. After earning a Bachelor's Degree in Business Administration from the Terry College of Business at the University of Georgia in Athens, Mr. Reinstein spent four years in sales and sales management roles with Proctor and Gamble.

"James is a proven leader with the right combination of sales, marketing and operational experience to lead Aptus," said Alan Kaganov, Chairman of the Board. "We are pleased to have someone of James' caliber join Aptus at this important stage of our company history, when Aptus is introducing HeliFX, the innovative endoanchoring technology to the U.S. market." "I look forward to working with James on the next phase of our evolution as he understands the opportunity this technology can offer patients who may not have other options. Given our respective backgrounds, he and I will create an ideal partnership to lead the company to great heights of success," said Jeff Elkins.

Mr. Reinstein said, "I am extremely excited to be joining Aptus. I am confident that my previous professional experience has prepared me well to assume the

leadership of this company. The Aptus team has done a tremendous job to be on the precipice of delivering a critical alternative to patients in need of more options for aortic aneurysm disease." About Aptus Endosystems, Inc.

Headquartered in Sunnyvale, Calif., Aptus Endosystems is a privately held medical device company focused on developing advanced technology for endovascular aneurysm repair (EVAR). An estimated 1.5 million Americans have an abdominal aortic aneurysm (AAA), which can be life-threatening if left untreated and approximately 200,000 people are newly diagnosed each year. Aptus Endosystems has developed a unique endograft and innovative helical anchor technology that allows physicians to perform minimally invasive EVAR while still providing the control and potential long term durability of an open surgical repair. The FortevoTM AAA Endograft System and the HeliFXTM Aortic Securement System bear the CE Mark for distribution in the European Union. The HeliFX Aortic Securement System is cleared by the FDA for distribution in the United States. The Fortevo AAA Endograft System is Investigational Use Only in the United States. For more information, please visit www.aptusendosystems.com.

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