Sonoma Orthopedic Products, Inc. Announces Appointment of New Chief Executive Officer

The Associated Press

Sonoma Orthopedic Products, Inc. announces the appointment of Rick Epstein as President and Chief Executive Officer, succeeding Glen Coleman. Epstein was also named to the Board of Directors.

Prior to joining Sonoma Orthopedic Products, Epstein was CEO at Ellman International, a privately held medical device company. He has also served as Vice President and General Manager at V. Mueller (Cardinal Health) and has held senior executive positions at Cardinal Health, Intuitive Surgical and Baxter Healthcare. Rick has an MBA from University of Chicago, an MS in Mechanical Engineering from Stanford University and a BS in Engineering from the University of Illinois.

"Sonoma Orthopedic Products is in an excellent position to expand its position in the market for minimally invasive fracture solutions.

Rick has an outstanding track record growing medical device companies. We are very pleased to be able to appoint an executive with Rick's experience in the healthcare arena to lead Sonoma Orthopedic Products to its next stage of growth and development," stated Mike DeVries, Chairman of the Board.

"I am delighted to join a company that offers such meaningful benefits to patients. With a robust new minimally invasive approach to fracture repair about to be introduced, Sonoma has a very exciting future. I am looking forward to working with the orthopedic surgeon community and the Sonoma team to continue to provide best of class innovative solutions to surgeon and patient needs worldwide," commented Epstein.

DeVries said, "On behalf of Sonoma Orthopedic Products, I would like to thank Glen for his contributions and wish him every success in the future." About Sonoma Orthopedic Products: Sonoma Orthopedic Products is a private medical device company focused on designing, developing, and marketing unique minimally invasive fracture management products.

Sonoma Orthopedic Products developed the proprietary WaviBodyT technology that allows intramedullary implants to convert from flexible to rigid. As a result, physicians and patients report less pain at the fracture site and a more satisfying cosmetic result. The company currently markets the Sonoma CRxT clavicle fracture repair device, the Sonoma WRxT wrist fracture repair device, and the Sonoma HMRxT humerus fracture repair device. Sonoma Orthopedic Products was founded in 2005, and is headquartered in Santa Rosa, California. For more information, visit http://www.sonomaorthopedics.com/ [1] CONTACT: Sonoma Orthopedic Products Inc Marc Prisant Chief Financial Officer 707-526-1335 press@sonomaorthopedics.com

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