



FOR IMMEDIATE RELEASE

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***Ulrich medical*® USA Gears Up For Growth**

ST. LOUIS, MO (November 3, 2010) – *Ulrich medical* USA is proud to announce the addition of three people to its sales management team. *Ulrich* continues to grow rapidly in the United States and has recently taken steps to bolster its management bandwidth in response to business development opportunities and positive market demand.

Erika Laskey joined *Ulrich medical USA* as its Vice President of Sales in August 2010. She brings a wealth of sales and general management experience from large and small medical device companies such as Abbott Labs, Tyco Healthcare (including Mallinckrodt, Nellcor and Puritan Bennett), CHAD Therapeutics and DeVilbiss Healthcare. In addition to her sales management experience, Erika also brings marketing, business development and corporate account expertise to the company. While she is currently focused on growing the spine business, she will also be responsible for developing an entire new radiology business for *Ulrich* in the U.S. market in 2011 with the introduction of *Ulrich's* first medical device for the U.S. radiology market space. Erika graduated from the University of California with a Pre-Law undergraduate degree and she holds an MBA from the University of La Verne.

In October 2010, **Mark Roady** joined *Ulrich* as the Area Sales Director for the Pacific region. He started his career with Parke-Davis, a Warner-Lambert Company in Albuquerque, New Mexico. He later sold total hip and knee replacements for Johnson & Johnson. Mark formed MAR Medical, a distributor of total joints and other sports medicine implants. MAR Medical represented AcroMed, which was later purchased by DePuy, a Johnson & Johnson company. Mark proceeded to work for numerous start-up companies and was most recently with Paradigm Spine. Mark graduated from the University of New Mexico with a Bachelor of Science degree in biology and a minor in mathematics and chemistry. Mark is based in Scottsdale, AZ.

Terry Harvey recently joined *Ulrich* as the Area Sales Director for the South region. This is a newly-created position aimed at expanding *Ulrich's* field sales management capabilities. Terry is the former CEO of Adagen Medical International, a specialty medical device firm, formerly based in Atlanta, GA. With more than 20 years in the health care industry and 12 years of spine experience, Terry brings with him a unique understanding of the challenges that physicians face in today's challenging health care environment. Terry received a Bachelor of Science degree in biology from the University of South Carolina. Terry currently resides in Atlanta, GA.

For more information, please visit www.ulrichmedicalusa.com.

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About *Ulrich medical*

Ulrich medical USA, Inc. is the U.S. subsidiary of *Ulrich medical*, an innovative spinal implant technology company headquartered in Ulm, Germany. *Ulrich medical* has provided leading edge surgical products for more than 98 years.