

ulrich medical® Inc, USA Adds to Their Management Team



St. Louis, MO (February 29, 2008) *ulrich medical USA*, and innovator in spinal implants, announces their newest additions to its sales and marketing management team. The company has welcomed Diane Fleetwood and Chris Andre.

Diane Fleetwood, Director of Marketing

Ms. Diane Fleetwood joins *ulrich medical USA* as its Marketing Director. She has management responsibilities for all product lines including spinal implants, injectors and surgical instruments and will direct the launch of many new products over the next two years as *ulrich medical* continues to expand into the U.S. market. Ms. Fleetwood brings with her more than 17 years of experience in marketing, communications, physician education and operations at leading U.S. medical companies including Bausch & Lomb and Storz Ophthalmics. Ms. Fleetwood received her B.S. in Communications from Concordia University and her M.B.A. from Webster University.



Chris Andre, Area Sales Director, West

Mr. Chris Andre joins *ulrich medical* as the Western Region, Area Sales Director. Mr. Andre is an established medical device sales and marketing professional with over 11 years of experience. He is expected to play a major role in helping to introduce *ulrich medical* products to the U.S. market. Prior to joining *ulrich medical USA*, he was President of his own medical sales business, BlueStreak Orthopaedics, where he successfully sold orthopedic implants, including materials used in computer navigated surgery. Mr. Andre holds a B.S. in Engineering Science with a concentration in Biomedical Engineering from the University of Florida and an M.B.A. from San Diego State University.

For more information please visit www.ulrichmedicalusa.com

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Notes to editors:

About *ulrich medical USA, Inc.*

ulrich medial USA, Inc is the U.S. subsidiary of *ulrich medical*, an innovative spinal implant technology company headquartered in Ulm, Germany. *ulrich medical* has been providing leading edge surgical products for over 95 years.

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Ulrich medical is dedicated to advancing the health, mobility and well-being of patients by providing surgeons with the technology to deliver successful long-term clinical outcomes. Ulrich is committed to providing total solutions that include implants and instrumentation systems as well as special and general instruments that optimize surgical procedures.