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***ulrich medical USA™* Introduces New Spinal Implant for U.S. Market *neon™* OCT System for Complex Spine Applications**



Expands Market Position into Modular Posterior Stabilization Implant Technologies for Minimally-Invasive Surgery and Traditional Approaches

ST. LOUIS, MO (November 16, 2012) – *ulrich medical USA, Inc.*, today announced the U.S. market release of the *neon™* Occipito-Cervico-Thoracic (OCT) System. *neon* OCT is a low profile, German-engineered spinal implant system that is designed for the surgical stabilization and fixation of the posterior regions of the spine.

The *neon* OCT System includes hybrid occipital plate/rods and straight rods, self-drilling and self-tapping screws, cannulated screws, screw-to-rod connectors, spacers, hooks and rod-to-rod crosslinks. As an added benefit, the *neon* System utilizes a unique 4.5mm titanium alloy rod over market-standard 3.0/3.5mm rods. In addition, the *neon* posted screw design allows for optimal screw placement and ease of rod attachment at varying angles, heights and directions to better accommodate patient anatomy and pathology.

“We are very excited to bring the robust and versatile *neon* OCT Spine System to the U.S. market. This is the only complex spine system in its product class with a 4.5mm rod, which provides for very rigid and strong construct options with optimum adaptability to the anatomy, especially in complex trauma and tumor applications,” said Erika Laskey, Vice President of Sales and Marketing, *ulrich medical USA*.

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About *ulrich medical USA, Inc.*

ulrich medical USA, Inc. is a privately-held subsidiary of *ulrich medical®*, an innovative medical technology company headquartered in Ulm, Germany which is celebrating its 100th year in business in 2012.