



Press Release
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BONESUPPORT hires four top names in sales and marketing

BONESUPPORT, a medical technology company that develops and markets injectable bone substitutes, has upgraded its commercial organization by hiring four top names in sales and marketing. The company is also adding additional sales representatives and a number of customer service representatives.

As Chief Commercial Officer, Vikram Johri will build a new marketing and sales division. His most recent position was Vice President Marketing EMEA at Wright Medical in the Netherlands. Inès X. Wanderer will serve as Vice President Sales Central Europe (Germany, Austria and Switzerland). She was employed most recently by Medtronic GmbH in Germany. Adrian Beere comes from Zimmer Spine in the UK and has been appointed to Vice President Sales Western Europe. Linda Butcher joins as Vice President Marketing from Boston Scientific where she was responsible for Global Marketing.

Hiring top marketing and sales personnel is integral to upgrading BONESUPPORT's commercial organization as it launches its CERAMENT™ Spine Support and CERAMENT™ Bone Void Filler products, which were approved by the EU for treatment of spinal fractures in 2008 and 2009.

"The success and far-reaching sales and marketing experience that Vikram, Inès, Linda and Adrian have, strengthens us as we take the next steps in our growth and development," says BONESUPPORT President Fredrik Lindberg. "We are in an expansive phase, and high performance individuals will ensure that our organization is up to the challenge."

Long experience in the medical technology industry

Having worked for Wright Medical, Boston Scientific International, Uromed and Mitek, Mr. Johri has long, in-depth experience of the medical technology industry. He will continue to be based in the Netherlands.

"I am very pleased to have the opportunity to work for BONESUPPORT, which is at an exciting stage of its development," says Mr. Johri. "The company offers platform technology with great commercial potential. I look forward to building the new sales and marketing organization in accordance with its expansion plans. Being part of a Swedish organization that has such a fine reputation and position in the international market is a privilege."

For additional information, feel free to call:

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Press photos are available at www.bonesupport.com

BONESUPPORT

BONESUPPORT AB is an innovative Swedish medical technology company that specializes in the development of high-tech solutions for the treatment of osteoporotic fractures, herniated discs and other conditions. Founded in 1999, the company has over 30 employees and is headquartered at Ideon Science Park in Lund, Sweden. BONESUPPORT has subsidiaries in the United States, Netherlands and Germany. Its two main trademarks are CERAMENT™ and ULTRAZONIX®.