

Relievent Medsystems Appoints Alex M. DiNello as President and Chief Executive Officer

DiNello brings significant spine and commercialization experience

REDWOOD CITY, Calif., Aug. 23, 2011 /PRNewswire/ -- [Relievent Medsystems, Inc.](#), today announced the appointment of Alex DiNello to the position of president and chief executive officer and as a member of the company's board of directors. The Company recently received FDA approval of an Investigational Device Exemption (IDE) to begin its SMART pivotal trial. The Surgical Multi-center Assessment of RF Ablation for the Treatment of Vertebrogenic Back Pain (SMART) trial is a prospective, randomized, double-blind, sham-controlled investigation evaluating the reduction of pain in patients with chronic axial low back pain that is targeting to enroll 200 subjects. "As a minimally invasive therapy for those who suffer from inadequately treated chronic low back pain, the Intracept System has the potential to significantly and positively affect people's lives," said Mr. DiNello. "I joined the Relievent team because I believe the Intracept System brings a highly innovative, differentiated technology requiring no implant to spine specialists and their millions of patients who suffer from this debilitating and painful condition."

Mr. DiNello brings over 20 years of experience in the medical device industry, including 18 years focusing on spinal therapies and related medical devices. He has extensive product development, clinical, and commercialization experience including over 60 products successfully launched across the globe. Prior to joining Relievent, DiNello served as vice president and general manager for Medtronic Kyphon. Prior to that, he served as vice president of research and development for Medtronic Kyphon. Previous to that, he was vice president of research and development for Abbott Spine. He also served as vice president of strategic development and research and development at DePuy Spine, a Johnson & Johnson company.

"Alex is uniquely suited to lead the company during this critical phase of executing the SMART clinical study and laying the groundwork for successful commercialization in both US and international markets," said Art Taylor, chairman of the board for Relievent Medsystems. "He is deeply versed in spinal pathologies, is well known and regarded by the spine specialist community and has a proven track record of developing and delivering therapeutic devices to the market. We are pleased to have his leadership during this exciting time for the Company."

Relievent Medsystems is a privately held company based in Redwood City, California. Its Intracept System is a minimally invasive procedure that uses radiofrequency energy delivered through a small access tube into the vertebral body to ablate the basivertebral nerve. The nerve, thought to significantly contribute to chronic low back pain, can no longer generate pain signals following ablation.

Relievent's primary investors include Canaan Partners, Emergent Ventures, Morgenthaler Ventures, and ONSET Ventures.