



...helping the spine **help itself**

EDEN SPINE **Newsletter**

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Perfx-2



“Our ability to learn faster than our competition is our competitive advantage.”

EDEN SPINE LAUNCHES INTERNATIONALLY ITS NEW GENERATION DYNAMIC STABILIZATION SYSTEM... THE PERFX-2™

In January 2009, Eden Spine announced that by year end, it will have launched 2 cutting edge spine technologies in the high growth dynamic stabilization arena. I am proud to confirm that as of October 2009, this ambitious objective has been reached with the approvals* and clinical launches of the Wellex™ Interspinous Technology and the PERFX-2™ pedicle screw base dynamic stabilization system.

This investment in bringing to the market cutting edge motion sparing inventions is the foundation of Eden Spine R&D initiative. It is built on the core commitment of helping patients by developing new technologies capable of removing pain without necessarily removing motion, hence improving their quality of life.

At Eden Spine, our success is predicated upon accurately assessing the dynamic forces that are constantly reshaping the art and science of spine surgery to make the most of the opportunities that they present and positively impact patient care.

Eden Spine is creating a US based scalable spine franchise built around an innovative R&D pipeline and a US and an international distribution network. This combination gives us a unique vantage point and understanding of the opportunities and limitations of the spine world on a global scale. Our ability to learn faster than our competition is our competitive advantage.

During this time of unusual market conditions and global financial crisis, the organization has been able to sustain its business model, hit key R&D milestones, and increase its market penetration into the United States, United Kingdom, Italy, Poland, Dubai, and Mexico. The journey is just beginning.

Our foundations are in place, our fundamentals are solid, our IP portfolio is strong, and our new technologies are just starting to help patients.

We cordially invite you to visit us at the North American Spine Society meeting in San Francisco, November 10th-14th. ●

Guillaume Viallaneix
CEO

* CE Mark

Who is Eden Spine?

THE EDEN SPINE success story is generating substantial attention from the market place resulting in sometimes flattering comments and other times plainly false assumptions. Here are the simple facts about the company, its people, and its vision...



Mourad B. MOKHTAR
CO-FOUNDER



Guillaume VIALLANEIX
CO-FOUNDER



Suzanne TEMPLE
CORPORATE CONTROLLER



Brad ROOF
CUSTOMER SERVICE MGR



EDEN SPINE, originally named Flexismed SA, was founded in 2005 in Geneva Switzerland as an R&D entity. It was made possible because of the strong relationship between a highly creative spinal engineer, Mourad B. Mokhtar, desiring to fulfill his scientific potential developing motion preservation technologies, and a business angel looking to develop a highly valued portfolio of intellectual property in the high growth spine market.

Fifteen months later, in the summer of **2006**, Guillaume Viallaneix, a French born US citizen, persuaded Flexismed's Angel investor that their 3 state of the art motion preservation concepts (artificial disc, dynamic rod and dynamic interspinous spacer) had great potential if the business model could be modified.

The team agreed on new financial and business models, and decided that the organization would succeed if Eden could capitalize on its new technologies to set-up a global distribution network generating solid clinical data in addition to profitable sales revenues.

The original organization was transformed into an American Group, Eden Spine, LLC, headquartered in Florida, turning Switzerland into a wholly owned R&D subsidiary, subsequently renamed "Eden Spine Europe SA."



In **2007**, a US sales department was created, managed by an industry veteran with an ownership interest in the organization. A small group of agents was recruited and Eden Spine started generating revenues in the US distributing a portfolio of licensed technologies. Conservative profitable growth was the "motto", the goal being to create "value" using sales profits to help finance R&D without having to dilute the equity of the organization in its first few years. ***Not a bad idea considering the economic crisis that was to follow!***

In **2009** Eden Spine is surviving the economic & financial meltdown, hitting key R&D milestones, continuing to generate sales (i) in the US with a mix of licensed and proprietary technologies (ii) Internationally with the launch of 2 of its 3 proprietary dynamic technologies, the Wellex™ and the Perfx-2™, generating valuable clinical data and revenues.

The organization has maintained its original business model, its original US and European team, never solicited surgeon investors and is now in a strong strategic position with unlimited market potential.

Eden Spine is a US organization in business to bring to the world new technologies that fulfill an unmet clinical need, in a fiscally responsible manner, using its sales and distribution network to maintain healthy fundamentals. ●

New Technologies

International launch of the PERFX-2™ ...



Eden Spine has received CE Mark approval for its proprietary posterior dynamic stabilization technology, the PERFX-2™.

“The PERFX-2™, developed with a team of orthopedic and neurosurgeons, is a complete polyaxial pedicle screw based dynamic stabilization system that has been designed to self-adapt to the motion characteristics of each patient, positively impacting the neutral zone, reducing the disc and facet loading and maintaining sagittal balance. The PERFX-2™ is now available for international distribution, outside of the United States.



Perfx2

International Expansion of the WELLEX™ ...



After receiving CE Mark approval and launching the technology earlier this year, Eden Spine is proud to announce that the WELLEX™ is successfully being implanted in multiple markets around the world.

The WELLEX™, specifically designed for better long-term results, is the only compressible shock absorbing interspinous technology in the market today capable of controlling extension dynamically while respecting the biomechanics of the spinal functions.



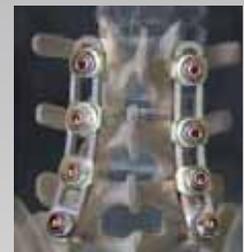
WelleX

US Expansion of the NUMIS™ ...

This FDA cleared low profile, semi-rigid plating system offers flexibility in both product design and surgical technique. It represents the solution of choice for surgeons favoring lumbar plating systems vs. rod systems.

The NUMIS™ has the ability to achieve true compression posteriorly as it allows the surgeon to achieve perfect screw alignment with the flexibility of the plates and domed washers.

Over 1,000 successful surgeries have been performed in the US.



NuMIS

US Introduction of the GIZA™ ...

Eden Spine's GIZA™ is a proprietary expandable pre-assembled titanium vertebral body replacement designed specifically to save valuable O.R. time and decrease the risk of subsidence. Large surface contacts and adjustable plates with multiple angulations make the system an attractive option. The Giza Titanium VBR is forecasted to be released in 2010.



Giza



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Fact Sheet

- ✓ Eden Spine is a privately held, technology driven, spinal organization created in 2006.
- ✓ Eden Spine is headquartered in the United States, with a wholly owned subsidiary in Switzerland.
- ✓ Eden Spine is dedicated to solving spine's toughest challenge "How to remove pain without removing motion?"
- ✓ Eden Spine has created a scalable spine franchise built around strong human capital, a global sales and distribution network, and an innovative European R&D pipeline in the high growth motion preservation market.
- ✓ Eden Spine is positioned in all core segments of the current and emerging spine markets.
- ✓ Eden Spine USA sells a comprehensive range of FDA cleared fusion technologies .
- ✓ Eden Spine Europe develops and sells cutting edge non-fusion technologies internationally that address an unmet clinical need.
- ✓ Eden Spine is strategically positioned for short term and long term growth, as well as sustainable value creation.



**Dynamic
Stabilization**



**Interspinous
Technology**



**Total Disc
Prosthesis**



**Pek
Interbodies**



**Vertebral Body
Replacement**



**Pedicle Screw
System**

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