



Local Neurosurgeon Pioneers New Techniques in Spine Surgery through Texas-based Medical Device Company

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Victoria, TX – March 7, 2008 — Dr. Keith Norvill, a neurosurgeon from Victoria, is working with a Texas-born medical device company to engineer and design new techniques marrying metal implants with adult stem cells. Dr. Norvill is the first surgeon to use the recently launched medical device, Cimplicity™, an anterior cervical interbody fusion device designed and engineered to incorporate autologous adult stem cells in a cervical fusion procedure.

Spinesmith is an Austin, Texas-based biotech medical device company developing innovative technologies through a collaborative relationship between engineer and spine surgeon. The company is pioneering new techniques utilizing autologous adult stem cells to regenerate tissue and promote fusion. Adult stem cells are harvested from the patient during the spinal procedure and are concentrated in the operating room.

Dr Norvill was an intricate part of the design team to bring this technique to market. The surgeon is key to designing instruments and implants that help the procedure go efficiently and create overall better outcomes for the patient. The metal implant is designed to hold a cancellous bone plug which is impregnated with the patient's own stem cells. Adult stem cells have the potential to differentiate into bone when placed in the correct environment adjacent to structures and materials that can signal the cells to become bone. The optional plug and the environment where the cervical device is to be placed provide these necessary ingredients for a fusion.

“Spinesmith is a cutting-edge medical device company that is delivering on the needs of the surgeon. In today’s healthcare environment you typically do not see companies focusing on innovative technologies and lowering costs. They truly have patient interests in their focus with the solutions I have seen so far,” said Dr. Norvill.

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According to the World Research Group, disorders of the spine are one of the largest public health problems in the U.S. As the population ages, incidents of spinal fractures will likely continue to increase. The healthcare system will have to figure out how to maintain technological development and reduce the costs of procedures.

Cimplicity is distributed by SpineSmith, an Austin, Texas-based company. For more information about SpineSmith or Cimplicity visit www.spinesmithusa.com or call 512.206.0770. For more information about Dr. Norvill visit <http://crossroadsneuro.com> or call 361.574.1511.

About SpineSmith Partners, LP

SpineSmith, LP, (www.spinesmithusa.com) designs, develops and markets implants and biologics for surgical fixation, correction and tissue regeneration of the spine. We take a different approach from other companies, utilizing a collaborative approach between scientists, engineers and spine surgeons. This approach results in the development of truly innovative biological and hardware technologies for use in the treatment of patients with spinal disorders. Our unique, think-tank approach gives spine surgeons the ability to directly impact the direction of our product portfolio, ensuring applicability and achieving the highest standards of patient care.

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