

## Organizational Announcement

I would like to announce the following changes within the Product Management groups for Joints and Spine:

**Kevin Cox** joins Medacta USA as the Group Product Director – Knees effective January 5, 2015. Kevin is an orthopedic industry expert with 22 years experience. He began his career in 1993 in field sales with DePuy and Johnson & Johnson Orthopedics. He joined Biomet in 1998 holding the positions of Product Manger, Knees and Director of Knee Marketing. During this time, Biomet lead the industry in knee growth. Kevin was then promoted to Director of Marketing and Education Services leading a multi-disciplinary team to envision and Biomet’s Orthopedic Skills Academy. This is a best in class education center and hands on teaching facility for surgeons, sales representatives and employees. Kevin’s significant business contributions and managerial skills were recognized in 2009 when he was named Biomet’s Director of the Year. Seeking a more entrepreneurial path, Kevin left Biomet in 2010 to join Iconacy, a start-up orthopedic implant manufacturer serving as Vice President, Sales & Marketing and Board Member.

Kevin earned a Bachelor of Science Degree from Indiana University. He will work from his home office in Leesburg, Indiana and report to Matt Delong, Vice President, Product Development.

It’s a pleasure to announce **Melissa Farmer** is promoted to the position of Product Director, Knees reporting to Kevin. Melissa joined Medacta in September 2013 and has made invaluable contributions as our Director, Sales Operations and Administration. It is now time to focus Melissa’s Marketing talent on our rapidly growing Knee franchise. Melissa’s promotion is effective March 1, 2015. In the interim, Melissa will transition her current responsibilities to the Operations and Customer Service Departments in Chicago.

Melissa began her orthopedic career in 2001 with DePuy in Knee Marketing as a Sales & Marketing Analyst and was promoted through a series of positions ultimately managing a \$500 million product line as a Product Director - Knees. She was recruited to Zimmer in 2009 leading a variety of hip and knee projects as a Senior Marketing Manager. Melissa dedicated her last two years at Zimmer working on the Persona Knee, arguably the highest profile new product launch in Zimmer history.

Melissa graduated from Purdue University with a Bachelor’s of Science Degree in International Business and Economics. Melissa and family live in Granger, Indiana where she will make her field based office.



December 23, 2014

Page 2 of 2

In an effort to accelerate sales activity within the Spine division, **Jim Searle** will now focus all his efforts on revenue generation as Director, Sales. Jim's Product Management responsibilities will transfer to **Eric Fontenot** as Product Director, Hips and Spine. **Ryan Bell**, the current Product Manager, Spine will leave the organization to pursue other interests as of December 31, 2014. We wish Ryan much success in his new career endeavors.

Eric Dremel  
President