



CEO 100 Day Report
Increasing Sales of CERAMENT™ through New Distribution Channels Among
Top Priority

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LUND, Sweden, April 4, 2012 -- /PRNewswire/ -- BONESUPPORT™, an emerging leader in injectable bone substitutes for orthopedic trauma, bone infections and instrument augmentation related to orthopedic surgeries, today revealed details of a One Hundred Day Plan presented by Chief Executive Officer Lloyd Diamond. Mr. Diamond addresses key initiatives aimed at accelerating global commercialization of the company's flagship product platform, CERAMENT™.

Initiatives include:

Focusing resources on key market segments where CERAMENT™ offers a unique and significant clinical advantage over traditional bone grafting or other bone substitutes

Strengthening direct sales channels in Germany while expanding distribution in the U.S. and other key markets.

Building brand awareness of CERAMENT™ through clinical substantiation, relationship building among key opinion leaders and centers of excellence, and through patient and physician education efforts.

Continuing to develop a robust product pipeline to further extend the benefits and applications of CERAMENT™.

"We have a strong foundation in the CERAMENT™ platform and in our management team," said Lloyd Diamond, Chief Executive Officer of BONESUPPORT™. "Streamlining our efforts on these initiatives will position us well to attract quality distribution partners and will enable us to achieve our growth goals more efficiently and effectively."

CERAMENT™ is an injectable, synthetic bone substitute that mimics the properties of cancellous bone, allows for controlled resorption to support future bone ingrowth and is injectable under local anesthesia for minimally invasive surgery. CERAMENT™'s unique biologic properties deliver a consistent, pre-packed and ready-to-use formulation to facilitate optimal delivery.

As previously announced, Mr. Diamond joined BONESUPPORT™ in January of 2012. Mr. Diamond brings to BONESUPPORT™ a wealth of industry experience with leading global companies such as Laserscope, Kyphon and Conmed Linvatec; formerly Zimmer when it was a subsidiary of Bristol-Myers Squibb.

About BONESUPPORT™

PRESS RELEASE



BONESUPPORT™ is an emerging leader of injectable bone substitutes for orthopedic trauma focusing on bone infection, instrument augmentation related to orthopedic surgery and spinal applications. CERAMENT™ is a fully developed product platform that is commercially available in the U.S. and Europe and is revolutionizing the treatment of fragility and other fractures caused by disease and trauma. Scientific research of CERAMENT™ spans more than eleven years and over forty-five pre-clinical, clinical and animal studies have been conducted. More than 4,000 patients have been treated with CERAMENT™. The company was founded in 1999 and is based in Lund, Sweden with subsidiary locations in the US and Germany. To learn more about BONESUPPORT™ please visit www.bonesupport.com.

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