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## SI-BONE. Announces Key Executive Additions to Management Team

### **Marketing and Sales focus to provide commercialization support for minimally invasive treatment device for the sacroiliac joint**

Cupertino, California, January 1, 2010 -- SI-BONE today announced the addition of two executives who will spearhead field operations efforts to drive surgeon adoption, distribution expansion and field marketing activities. Kevin Shaw was named as Vice President of Sales and Jeff Polack was named as Vice President of Clinical and Marketing. Both have extensive experience in spine, orthopedics and start up medical device technology clinical affairs and commercialization.

"Both Jeff and Kevin have had exemplary careers and experience which will help build SI-BONE into a formidable medical device technology company," Jeffrey Dunn, CEO said. "They will work together as a team to develop a more integrated company, focused on effectively launching and growing use of the iFuse™ device, strengthening our clinical and competitive standing and educating spine surgeons and physiatrists."

Mr. Shaw, promoted to Vice President of Sales after joining the Company as National Sales Director in 2009, has over 15 years experience with such industry leaders as Kyphon and St. Francis and holds a BA in Marketing from Washington State. In his new position, Mr. Shaw and his team have responsibility for hiring and managing premier spine surgery equipment distributors, totaling over 300 sales representatives. Many of these distributor sales representatives have been trained in the last six months and represent major markets from California to New York.

Mr. Polack joined the Company full time after serving as senior marketing and clinical consultant to SI-Bone in 2009. Mr. Polack, a 20-year veteran of start-up medical device companies, is responsible for achieving clinical objectives, creating greater awareness on SI Joint fusion with iFuse, as well as strategic and commercial planning efforts. His responsibilities also include working with the Company's world class Medical Advisory Board and the clinical trials that are being established to further evaluate the iFuse in the clinical setting. "The SI Joint has been recently overlooked by surgeons as a cause of low back pathology requiring treatment," said Polack. "Our initial work with surgeons and pain specialists strongly suggests that our minimally invasive surgical solution may benefit a substantial number of these patients." Mr. Polack holds an MBA in Marketing and Finance from the Carlson School of Management at the University of Minnesota.

“The participation of Kevin and Jeff on our management team provides us with the extensive experience required to shape our clinical and commercial efforts in 2010 and beyond, as well as our development of minimally invasive treatment strategies and products for spine surgeons,” according to SI-BONE Co-founder and Chief Medical Officer, Mark Reiley, MD. “Their acumen and integrity, together with their experience bring an added dimension to form their new roles,” said Dr. Reiley.

Additionally, Bob Kish and Joe Powers were named as Eastern Area Sales Director and Western Area Sales Director respectively to fill out the Sales management team. They have recently begun to execute on a nationwide launch to spine surgeons and physiatrists, with plans to train more than 150 clinicians in 2010. Surgeries are being performed throughout the United States in locations such as Las Vegas NV, St Albans Vermont, Louisville KY, Reno NV, Jacksonville FL, and San Diego CA.

In response to increasing awareness of SI Joint dysfunction as a debilitating symptom generator, SI-BONE, Inc. developed an innovative, patented, intramedullary implant to treat the SI Joint. The company is also planning a post-market multicenter study to determine its effect over time on SI Joint pathology and on symptoms associated with SI Joint dysfunction.

The iFuse Implant System is a commercially available device in the US intended for fracture fixation of large bones and large bone fragments of the pelvis for conditions including sacroiliac joint disruptions and degenerative sacroiliitis. The iFuse procedure uses a minimal incision for delivery and implantation of small, titanium implants. The implants are coated with a porous plasma spray that acts as an interference surface, designed to help decrease implant motion. These implants have substantial thickness and sophisticated metallurgy and are able to produce a much stronger construct than that of conventional pins or screws used to surgically fix boney structures. This implant technology from SI-BONE has been previously used successfully in approximately 1,000 cases of dysfunctional foot joints.

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#### **About SI-BONE, Inc.**

SI-BONE, Inc. (Cupertino, California) is a leading spinal medical device company dedicated to the development of tools and products for diagnosing and treating patients with low back issues related to sacroiliac (SI) joint pathology. The company has developed, and is manufacturing and marketing, less invasive approaches using implants for the treatment of SI Joint pathology. SI-BONE has an experienced management team with extensive experience in orthopedic and spine medical devices.