

PRESS RELEASE 11/5/12

Ortho Kinematics Expands Leadership Team

Healthcare Veterans Paul Gunnoe and Chip Wade join company as CEO and Chief Scientist, respectively.

AUSTIN, Texas – November 5, 2012 — Ortho Kinematics, a privately held healthcare diagnostics company focused on spine imaging informatics, has announced the appointment of Paul Gunnoe as Chief Executive Officer and Chip Wade, Ph.D. as Chief Scientist. Mr. Gunnoe and Mr. Wade were recruited by Adam Deitz, the company's founder, and its Board of Directors. Mr. Deitz has transitioned from CEO to the role of Chief Technology Officer and will continue as a member of the Board of Directors.

Mr. Gunnoe brings over 15 years of healthcare experience and a strong track record of success as an entrepreneur and CEO of multiple successful healthcare businesses. His experience as a healthcare CEO ranges from successfully-exited startups to public companies. Mr. Gunnoe also brings a strong track record in raising capital and driving revenue growth for early-stage companies.

"Paul is the individual we have been looking for to move the company forward through commercialization and to drive continued development and financing. We believe that his entrepreneurial spirit and business acumen will be a catalyst for our future success," said Adam Deitz.

Mr. Deitz continued, "I am excited about my new role as Chief Technology Officer. I remain passionate about developing our product into a 'must-have' diagnostic tool for spine surgeons. This expansion to our team will allow me to focus my efforts in this area."

The company also announced the appointment of Lloyd (Chip) Wade, Ph.D. as Chief Scientist. Dr. Wade holds Ph.D. degrees in both Biomechanics and Finance, and will be responsible for supporting all research and clinical initiatives as well as for industry collaborations across the healthcare sector and insurance industry.

Mr. Gunnoe says, "The Company's lead product, the VMA, revolutionizes the diagnostic side of the spine industry. Our technology provides clinicians with more accurate and reliable data, allowing them to make more informed diagnosis and treatment decisions."

About Ortho Kinematics

Ortho Kinematics is a privately held diagnostic technology company, focused on spine imaging informatics and committed to the idea that spine motion matters. The company is working with a group of leading clinicians, researchers and developers who are passionate about leveraging spine biomechanical data to improve the diagnosis and treatment of back pain.

Ortho Kinematics is located in Austin, Texas and is on the web at www.orthokinematics.com. For more information, contact Ortho Kinematics Inc.

Headquarters:

7004 Bee Cave Road, Building 3, Suite 315
Austin, Texas 78746
512.334.5490
www.orthokinematics.com
info@orthokinematics.com