

HERO® Allograft

Net proceeds from the sale of Hero Allograft are donated to charities benefiting children with life-threatening medical conditions.

Baltimore, Maryland Wish Kid Had Wish Granted Today with Help from Local DC Area Orthopedic Surgeon

Maryland Doctor Dr. Navinder Sethi of Bethesda Responsible for Over \$10K Raised for Make-A-Wish® Mid-Atlantic

Baltimore, MD - May 4, 2016 - Spinal Elements®, Inc., a California-based spine technology company, announced today that local Bethesda spine surgeon Navinder Sethi, M.D., a leading Orthopedic Spine Surgeon in the Washington D.C. community and the first surgeon in Maryland to join their "Pledge to be a Hero" program, is responsible for helping to raise over \$10,000 for Make-A-Wish Mid-Atlantic. Dr. Sethi and Make-A-Wish Mid-Atlantic representatives celebrated a very special wish that has just been granted to a local wish kid, and presented a \$10,000 check to Make-A-Wish Mid-Atlantic. This is the first of potentially many ongoing donations the Make-A-Wish Mid-Atlantic will receive because of Dr. Sethi. As more local surgeons and hospitals are similarly inspired to use Hero Allograft, (of which 100% of net proceeds go to children's charities*), the donations made to Make-A-Wish Mid-Atlantic will continue to grow.

Wish kid Ava, age 10, of Ellicott City, MD, was given her own Hero medal at the special celebration today. She recently had her wish to be in a movie granted and shared memories of her special experience! The movie was a timely film on Muslim/Christian peace called "The Sultan and the Saint" that just filmed in Baltimore in April. Representatives from Spinal Elements, local Make-A-Wish Mid-Atlantic representatives and local hero Dr. Sethi were on hand to celebrate with Ava and her family, including her twin sister Abbie. Ava has been battling leukemia but is currently doing well. She loves candy, crème brûlée and cheerleading, and her favorite TV show is iCarly. The ceremony was held today at the medical office building at Holy Cross Germantown. In a "small world" twist, it was revealed today that Dr. Sethi was the spine surgeon for and actually treated both Ava's Grandmother and Grandfather.

Ava's Mom, Susie, said, "Ava's wish was to be on screen – either on TV or in a movie. She waited for over two

years until a wish came through with the movie "The Sultan and the Saint." Ava's character is the peasant daughter of a prominent character in the movie. When she filmed the other week, the entire cast and crew treated her like a true movie star, complete with costume, makeup and props. She was on cloud nine! Ava's sister Abigail was even able to participate as an extra in another scene. It was such an amazing day and we thank Make-A-Wish, Dr. Sethi and Spinal Elements for helping her wish come true!"

About Dr. Sethi's pledge to be a HERO:

Spinal Elements launched its national "Pledge to Be a Hero" program in 2012, offering surgeons and hospitals across the country the opportunity to pledge to use only allograft tissue from companies that do not profit from the transfer of that tissue whenever clinically feasible. Allograft is human tissue that is obtained by way of an authorized gift of a donor and/or their family, and can then be turned into a multitude of life-impacting medical products. Every year, 1.5 million of these products are used in the treatment of American patients.

Spinal Elements chose to name its first allograft tissue product "Hero®" to honor those whose tissue donation made the gift of life possible. Although many companies earn significant profits from the sale of allograft, Spinal Elements has chosen to donate net proceeds from the sale of its Hero Allograft to charities benefiting children with life-threatening medical conditions, such as Make-A-Wish® and St. Jude Children's Research Hospital. Hero was launched in 2012 at the North American Spine Society (NASS) convention. Spinal Elements has raised over \$1M for donation to date from net proceeds of Hero.

For more information, please visit www.spinalelements.com/hero.

Honoring the Gift.
Paying it Forward.



HERO[®] Allograft

Net proceeds from the sale of Hero Allograft are donated to charities benefiting children with life-threatening medical conditions.



CAPTION: Local Baltimore Make-A-Wish kid Ava (L) shows off her "Hero" medal with Dr. Sethi at her special Hero ceremony. Dr. Sethi sponsored her wish through Spinal Elements' "Pledge to Be A Hero" program.

Honoring the Gift.
Paying it Forward.

