



K2M to Sell Directly in the United Kingdom

LEESBURG, VA ... October 27, 2009 – K2M, Inc., the spinal device company developing innovative solutions for the treatment of complex spinal pathologies, today announced the opening of a direct sales and distribution office in the United Kingdom. K2M's expansion into the UK began in 2008 with the CE Mark clearance and successful introduction of its RANGE® Spinal System, MESA® Spinal System, DENALI® Spinal System, PYRENEES® Cervical Plate System, and ALEUTIAN® Interbody Systems.

“Setting up a European base is a clear statement that we are committed to expanding the availability of our innovative technology globally and supporting surgeons treating the most difficult spinal deformities,” stated Christian Johnson, K2M's European Vice President. “Our mission is to be the worldwide leader in providing solutions for complex spinal pathologies and this is a huge step in the right direction.”

“K2M's international expansion continues to gain momentum and the direct distribution of our products in the UK marks a critical milestone,” stated Eric Major, K2M's President and CEO. “We are dedicated to developing a global company that recognizes the unique spinal instrument needs of different regions of the world and provides surgeons with techniques and technologies that will enhance their ability to treat all spinal patients.”

About K2M

K2M, Inc. is an innovative spinal device company committed to the research, development, and commercialization of simplified solutions for the treatment of complex spinal pathologies and procedures. Chief Medical Officer, Chairman and co-founder, Dr. John Kostuik, former Chief of Spine Surgery at The Johns Hopkins University School of Medicine, drives K2M's commitment to redefining the market. The company is recognized as a worldwide leader in providing unique technologies for the treatment of deformity, degenerative, trauma, and tumor spinal patients. K2M's complete portfolio of next generation products includes: spinal stabilization systems, minimally invasive systems, and other advancing technologies such as motion preservation, annular repair, and nucleus replacement. Additional information is available online at www.K2M.com.

Media Contact

Elizabeth Venafro
Marketing Communications Manager
703.777.3155 ext.271

[Email »](#)