



## **K2M Wins Best New Technology for Spine Care in 2010**

**LEESBURG, VA...October 5, 2010** – K2M, Inc., the spinal device company developing innovative and simplified solutions for the treatment of complex spinal pathologies and procedures, today announced the Deformity Cricket™ received Best New Technology for Spine Care at the 2010 Orthopedics This Week® Spine Technology Awards® Gala. This is K2M's second Orthopedics This Week Spine Technology Award, as the SERENGETI® Minimally Invasive Retractor System won at last year's Gala.

The Deformity Cricket is a threaded anvil instrument providing up to 27 mm of rod reduction when used in conjunction with K2M's revolutionary MESA® Spinal System. The spine may be manipulated around the rod prior to seating the rod in the screw head, allowing for translation, reduction, and axial derotation. Multiple Crickets may be used simultaneously to distribute the load across several spinal levels, while enabling the correction to be performed gradually. This allows for controlled segmental correction of the spine.

The Spine Technology Award entries were evaluated on the basis of their originality, clinical relevance, and likelihood of improving patient outcomes. A comprehensive review was performed by a panel of leading surgeons with clinical and research experience in lumbar care, as well as venture capitalists with extensive experience bringing spine technologies to the market.

"The Deformity Crickets provide an innovative approach to capture the deformed spine and manipulate it to align with a pre-bent rod," stated Dr. Oheneba Boachie-Adjei, Chief of the Scoliosis Service at the Hospital for Special Surgery. "When used in conjunction with the MESA Screw, all six degrees of freedom are achievable to correct spine deformities."

"We are truly honored to be recognized once again as an Orthopedics This Week Spine Technology Awards winner," stated Lane Major, Senior Vice President of Global Marketing, who accepted the award on behalf of the company. "Receiving Best New Technology for Spine Care reflects K2M's continued commitment to innovation and our ongoing goal to provide surgeons with an expanding portfolio of next generation products to enhance patient care."

### **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. 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](http://www.K2M.com).

### **Media Contact**

Elizabeth Venafro  
Marketing Communications Manager  
703.777.3155 ext.271  
[Email »](mailto:Elizabeth.Venafro@k2m.com)