



K2M Launches Minimally Invasive Spine Portfolio in Germany

LEESBURG, VA ... April 3, 2012 –K2M, Inc., a spinal device company developing innovative solutions for the treatment of complex spinal pathologies and minimally invasive procedures, today announced another significant advancement toward leadership in the global spine market with the D-A-CH launch of the company's SERENGETI® Minimally Invasive Retractor System and TERRA NOVA® Minimally Invasive Access System.

The SERENGETI Minimally Invasive Retractor System features a flexible polymer Retractor, which provides direct visualization and access to the screw heads to allow for simplified rod insertion. The Retractor is inserted with the screw, allowing for one-step, percutaneous placement of the implants. SERENGETI can be used in conjunction with the TERRA NOVA Minimally Invasive Access System for direct posterior interbody insertion. The unique, spine-based design provides stability and prevents migration of the assembly intraoperatively. It also allows for simultaneous medial tissue retraction and disc space distraction.

“As part of K2M's global expansion, we spent 2011 hiring and training a German, Austrian, and Swiss team. We are now happy to announce that our German customers and patients will have access to the innovative K2M Minimally Invasive [MI] product portfolio,” said Gianluca Iasci, K2M's Senior Vice President of International Sales. “In a market that is growing at a rate of more than 20 percent per year, our MI products will have a major role in establishing a strong global K2M presence.”

The K2M satellite office in Germany, serving all three D-A-CH countries of Germany, Austria and Switzerland, has grown rapidly, tripling the number of employees in the last six months. The K2M product portfolio available for sale in the D-A-CH region now addresses a wide spectrum of spinal pathologies, with such products as the MESA® Spinal Systems, DENALI® Spinal Systems, and ALEUTIAN® Interbody Systems.

The minimally invasive D-A-CH launch marks the latest in a series of important international accomplishments for K2M. Recent European milestones include receiving CE mark approval for its RAVINE® Lateral Access System, with initial cases in Europe and Australia, and the introduction of its EVEREST® Degenerative Spinal System in Europe.

“The German launch of SERENGETI and TERRA NOVA marks another important milestone in K2M's mission to provide surgeons with simplified approaches to treat the full spectrum of spinal pathologies in the global marketplace,” stated Eric Major, K2M's President and CEO. “Establishing a strong presence in Germany is critical to our commitment to patient care around the world. Germany is a leader in innovation and we will learn important lessons from the German market.”

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 minimally invasive 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 product development pipeline includes: spinal stabilization systems, minimally invasive systems, biologics, and other advancing technologies such as motion preservation, annular repair, and nucleus replacement. Additional information is available online at www.K2M.com.

Media Contact

Zeno Group on behalf of K2M, Inc.
Marcie Kohenak
1 202 965 7811

[Email »](#)