



**GYNESONICS NAMES RICHARD P. LANIGAN VICE PRESIDENT,
GLOBAL COMMERCIALIZATION**

Veteran Medical Device Executive with Expertise in Clinical, Reimbursement, Sales, Marketing

REDWOOD CITY, CA – August 7, 2014 – Gynesonics, Inc., a women’s healthcare company focused on the development of minimally invasive solutions for symptomatic uterine fibroids, today announced it has named veteran medical device executive Richard P. Lanigan as Vice President, Global Commercialization, effective immediately. Lanigan reports directly to President and CEO Christopher M. Owens. Gynesonics recently received CE Mark approval to market its newly-designed VizAblate® System in the European Union. The VizAblate System, which provides an incision-free approach for the treatment of symptomatic fibroids, offers a distinct alternative to power morcellation.

Lanigan, 55, a resident of San Juan Capistrano, CA, has 23 years of medical device experience that included executive commercial roles and senior management responsibilities on a global basis. Most recently, in 2013, he served as a global commercial operations consultant for Webster, TX-based IDEV Technologies, a privately-held developer of endovascular technologies in the peripheral vascular market that was acquired by Abbott Vascular in 2013.

“Rich has a wide range of experience in business and clinical development, reimbursement, and global product commercialization, as well as the drive and passion to assist Gynesonics at this critical stage of our growth,” Owens said. “One of our most immediate goals as a management team is to progress through the next steps in the clinical validation and initial targeted commercialization of our unique and nonsurgical VizAblate® System for symptomatic uterine fibroids. Rich will take a leadership role in that effort and we are excited to have him on our team.”

Prior to IDEV, Lanigan was General Manager at Irvine, CA-based Synovis Orthopedic & Woundcare Inc., a division of St. Paul, MN-based Synovis Life Technologies Inc., during 2011-2012, which was acquired by Baxter International in 2012. Before that he spent 10 years, from 2001-2011, in positions of increasing responsibility and ultimately became a corporate officer and acting President at Irvine, CA-based Cardiogenesis Corp., which was purchased by CryoLife in 2011.

Lanigan earned a bachelor’s degree in business administration from the University of Notre Dame and a Masters of Science degree in systems management from the University of Southern California. He also served for six years in the U.S. Navy, attaining the rank of Lieutenant

About Gynesonics

Gynesonics is a women’s healthcare company focused on minimally invasive solutions for symptomatic uterine fibroids. Gynesonics has developed the VizAblate® System for the transcervical treatment of symptomatic uterine fibroids under intrauterine ultrasound guidance. VizAblate has received CE Mark approval for commercial sale in the European Union. VizAblate is not available for sale in the United States. Gynesonics is a privately held company with headquarters in Redwood City, CA.

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