



DECEMBER 11-12, 2006

IN SPINE AND ORTHOPEDICS

the venetian resort hotel-casino
las vegas

The Largest Strategic Partnering & Investing Meeting
for Emerging Spine and Orthopedics Companies

'Stick and Stimulate'

Today, repairs such as ACL-reconstruction require surgery that's not always successful. Tomorrow, it will be possible to inject a bone adhesive solution, thanks to novel technology from Bone Solutions Inc. (BSI)...

by Ronald C. Trahan

A COMPOUND INITIALLY DEVELOPED AS A 'BINDER' FOR HIGHWAY PAVING may revolutionize bone-and-ligament-and-tendon orthopedic surgical procedures. Bone Solution Inc.'s patented *BioHesive*TM is a magnesium-based compound with powerful adhesive qualities; it is also biocompatible, bioabsorbable, biodegradable and injectable. It has been rigorously and successfully tested against leading products in the orthopedic cement/filler markets, providing "significantly superior strength" compared to these products. Indeed, this *BioHesive*TM platform could initially augment, and potentially eliminate, some of the need for screws, plates, pins and other traditional tools used widely in orthopedic surgeries today. The first product from the *BioHesive*TM platform is called *OsteoCrete*TM, and FDA 510(k) testing is now underway.



DR. TONY COPP is COO of Dallas-based BSI.

First Product for Humans from the *BioHesive*TM Platform: *OsteoCrete*TM

Early studies at The Ohio State University have demonstrated that *OsteoCrete*TM is able to attach ligament to bone, and tendon to bone, and bone to bone—an orthopedic medicine first—suggesting the potential to dramatically alter the way knee and shoulder surgeries are performed in humans and animals. The potential global market deploying all of these possible *BioHesive*TM orthopedic applications exceeds \$1.5 billion annually. "We believe that our *BioHesive*TM platform, in general, and our first product from this technology, *OsteoCrete*TM, in particular, have the potential of revolutionizing certain procedures in oral and maxillofacial surgery, neurosurgery, dental and synthetic allografts, and orthopedics—starting with the ACL- and Rotator Cuff-reconstruction markets and extremities, since our 'solution' reduces the time it takes for hand, shoulder or ankle injuries to heal," says Thomas J. Lally, Founder and President of BSI. "It might not be any quicker than the screws, but *OsteoCrete*TM will hold whatever you put in there, such as a ligament or tendon, right in the center and you won't get any shearing as you can with a screw," adds Lally.

Equally important, while most current formulations of injectable calcium, phosphate-based compounds are biocompatible, most are not absorbable, or take too long to be absorbed, thereby hindering new bone growth in the repair process. "On the other hand," explains BSI's COO Dr. Tony Copp, "our inorganic compound not only has powerful adhesive qualities and is bioabsorbable and non-toxic, but it is also injectable. And, most importantly, being magnesium-based, it overcomes many of the limitations of today's calcium-based cements and fillers that lack adhesive qualities. In short, we're trying to stick and stimulate healing. We're looking forward to presenting the BSI story at Medtech Insight's second 'In Spine & Orthopedics' conference, one of the finest conferences at which to meet high-quality investors." □

Ronald C. Trahan is President/CEO of Ronald Trahan Associates Inc. (www.ronaldtrahan.com), a public relations/investor relations firm that serves big and small companies, both public and private.

What leading investors are saying about their participation at Medtech Insight's 'IN SPINE & ORTHOPEDICS':



"I attended last year's meeting, so I'm glad to know this great event will be staged again. A specialty-focused meeting, particularly in this important sector, is needed, but certainly a rare event. I'm happy Medtech Insight has taken the initiative to showcase spine and orthopedic companies in a setting that's a pleasure to visit."

Gerard van Hamel Platerink
Managing Director
Accuitive Medical Ventures



"No one delivers a better medical technology-focused investor meeting than Medtech Insight. Not only are the presenting companies themselves a star attraction, but also the networking opportunities are numerous and substantive."

Christopher J. Velis
Chairman and CEO
Medical Capital Advisors



"In 2005, I attended the 'In Spine & Orthopedics' conference because I had heard it was the best conference in the country with a focus on spinal/orthopedics. What I found was that it is a great conference for meeting with the top people in the field and for learning a great deal about the latest companies and technologies in this dynamic healthcare space."

Eli Berk
Vice President
KBL Healthcare Ventures

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**The Venetian Resort Hotel Casino, Las Vegas
December 11-12, 2006**

This specialty-specific strategic partnering and investment conference will feature presentations by more than 35 innovative, mostly privately held spine and orthopedic companies at various stages of development.

To attend this conference, you may call 1-949-219-0150 or 888-290-2225 (toll-free in the U.S.); send an email to sales@medtechinsight.com; or register online at www.medtechinsight.com.