



Media Advisory

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Bledsoe Announces Partnership to Drive Growth

(New York, NY) — Essex Woodlands Health Ventures, Inc, one of the world's largest and most established healthcare venture capital firms, announced that on October 25, Essex, along with industry veterans Greg Nelson and Andrew Meyers, acquired a majority interest in Bledsoe Brace Systems. Gary Bledsoe, CEO of Bledsoe Brace, has retained a substantial equity interest and will remain President of the company. Bledsoe welcomes Greg Nelson to the senior management team as Chairman & CEO, Andrew Meyers as EVP of Business Development and has also added Joel Radtke as Chief Financial Officer. Terms of the transaction were not disclosed.

Headquartered in Grand Prairie, Texas, Bledsoe is a leader in the orthopedic bracing market. Founded in 1982, Bledsoe was the first company to develop a post-operative knee brace, and the Company has continued to build on its 25-year reputation of quality clinical products and design leadership. Bledsoe's products are used both domestically and internationally by orthopedic surgeons, podiatrists, orthotists, and physical therapists to address musculoskeletal disorders of their patients by supporting and protecting injured or weakened joints.

Greg Nelson, a founder and senior executive at two of the leading orthopedic bracing companies, DonJoy, Inc. (now DJO) and BREG, Inc (now a subsidiary of Orthofix), states "I've been a participant in this industry for a long time and have always admired Bledsoe as a leader in designing some of the most innovative bracing products in the business. I am excited about the tremendous growth opportunities ahead for this team, and I am proud to be part of the effort."

Andrew Meyers joins the Bledsoe team with a successful 25-year track record as a senior healthcare executive and entrepreneur in the orthotic products and services market. Meyers has deep experience in growing public and private organizations through both organic growth and strategic acquisitions. Most recently, Meyers served as President, CEO of Langer, Inc., a publicly-traded company selling over 500 personal care products in both the orthopedic and skincare markets. Meyers notes: "I share Greg and Gary's vision to build Bledsoe into a differentiated orthopedic company. My history and relationships on both the customer and

product side of the orthotics business will be well-suited to the growth opportunities ahead of us.”

Joel Radtke brings more than a decade of Wall Street healthcare finance expertise to the Bledsoe team. His experience in acquiring and financing healthcare companies spans a wide range of healthcare sectors, including pharmaceuticals, distribution, specialty medical products and healthcare information technology. “I’m thrilled to be joining forces with such an experienced and successful management team and am looking forward to helping build something very special in this market,” Radtke says.

Brett Bledsoe will continue as Director of Research and Development, while Barry Bledsoe continues as Director of Quality Control. Marsh Moore, another respected veteran of the orthopedic industry, will continue as Vice President of Sales and Marketing.

“With decades of experience, this team has never been matched in the orthopedic rigid brace market. Essex is excited to partner with Greg Nelson, Gary Bledsoe, Andrew Meyers, and the whole Bledsoe team to help drive Bledsoe Brace to the next level of its growth” said Mark Pacala, a Managing Director at Essex. Mark Pacala and Scott Barry from Essex will be joining the Bledsoe Board of Directors.

About Essex Woodlands Health Ventures

Essex Woodlands is one of the largest and most successful healthcare venture capital firms. The Partnership currently has seven funds and almost \$2.0 billion under management and has one of the most experienced teams investing in healthcare today. The team of 23 investment professionals is comprised of seasoned healthcare investors, experienced entrepreneurs and leading scientific and clinical practitioners, who operate out of offices in Palo Alto, Houston, New York and London. www.ewhv.com

About Bledsoe Brace Systems

Based outside of Dallas, Bledsoe Brace manufactures and distributes products for the non-invasive orthopedic rehabilitation field. The company has over 180 employees at its plant near Dallas and a 150-person strong independent sales network throughout the country. www.bledsoebrace.com