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# Amedica Corporation Announces Selection of PCG Advisory as Agency of Record

SALT LAKE CITY and NEW YORK, Feb. 10, 2015 (GLOBE NEWSWIRE) --[Amedica Corporation](#) (Nasdaq:AMDA), a company that develops and commercializes silicon nitride ceramics as a biomaterial platform, announced today they have engaged [PCG Advisory](#) (PCG) as their agency of record for capital markets advisory services, strategic and tactical digital and social media communications, and public relations advisory services.

"We interviewed several investor and public relations firms over the last few months and we selected PCG for their comprehensive service offerings and the high caliber of their team," said Dr. Sonny Bal, chairman and CEO of Amedica Corporation. "We look forward to being introduced to key members of the financial community and building out our overall corporate communications during this critical inflection point in our business."

Jeff Ramson, founder and CEO of PCG added, "Amedica has unique, life-changing, patented silicon nitride products – a disruptive technology in the world of spinal and arthroplasty applications, and beyond. The team at PCG looks forward to amplifying the unique value proposition Amedica offers members of the medical and investment communities. We look forward to a long and productive relationship."

## About Amedica Corporation

Amedica is focused on the development and application of medical-grade silicon nitride ceramics. Amedica markets spinal fusion products and is developing a new generation of wear- and corrosion-resistant implant components for hip and knee arthroplasty. The Company manufactures its products in its ISO 13485 certified manufacturing facility and, through its partnership with Kyocera, the world's largest ceramic manufacturer. Amedica's spine products are FDA-cleared, CE-marked, and are currently marketed in the U.S. and select markets in Europe and South America through its distributor network and its growing OEM partnerships.

For more information on Amedica or its silicon nitride material platform, please visit [www.amedica.com](http://www.amedica.com).

## About PCG Advisory

Founded in 2008, PCG Advisory Group is dedicated to the delivery of top tier capital

markets advisory services, strategic and tactical digital and social media communications and cutting edge media and public relations for public and privately held companies.

The team at PCG has extensive experience with life sciences and healthcare, high technology, metals and mining, financial services and emerging growth companies from around the globe.

PCG's Capital Markets Advisory Services include overall investor strategy development to increase and leverage investor awareness, visibility and credibility. PCG's Social and Digital Media services include leveraging social and professional digital media sites to effectively and accurately communicate client stories. As an aggregation, distribution, and engagement platform, PCG reaches thousands of individual, retail and institutional investors using proprietary techniques, search engine optimization, online marketing, website development and our proprietary and extensive distribution network. PCG's Media and Public Relations services are a strategic and integral component of all Corporate Communications. The media and public relations team works with print, broadcast, online news sites and bloggers to communicate the best client story at the right time. PCG also has the capabilities to assist a company during a merger, acquisition or crisis.

Communicating the client's story accurately and effectively is tantamount to maximizing exposure to its current and potential stakeholders.

### **Forward-Looking Statements**

This press release contains statements that constitute forward-looking statements within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Forward-looking statements contained in this press release include the intent, belief or current expectations of Amedica and members of its management team with respect to Amedica's future business operations as well as the assumptions upon which such statements are based. Such statements are subject to risks and uncertainties such as the timing and success of new product introductions, physician acceptance, endorsement, and use of Amedica's products, regulatory matters, competitor activities, changes in and adoption of reimbursement rates, potential product recalls, effects of global economic conditions and changes in foreign currency exchange rates. Additional factors that could cause actual results to differ materially from those contemplated within this press release can also be found in Amedica's Risk Factors disclosure in its Annual Report on Form 10-K, filed with the Securities and Exchange Commission (SEC) on March 31, 2014, and in Amedica's other filings with the SEC. Amedica disclaims any obligation to update any forward-looking statements.

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