

March 14, 2016



## **Kevin Leach Appointed Vice President of Marketing of AxoGen, Inc.**

### **Healthcare Executive Brings More Than 20 Years of Operational and Strategic Marketing Experience to AxoGen**

**ALACHUA, FL – March 14, 2016** – AxoGen, Inc. (NASDAQ: AXGN), a leader in developing and marketing innovative surgical solutions for peripheral nerve injuries, today announced the appointment of Kevin Leach as Vice President of Marketing effective March 14, 2016. Mr. Leach will report directly to Karen Zaderej, President and Chief Executive Officer and will be responsible for AxoGen's global marketing strategies and functions.

“The addition of Kevin to our senior leadership team enhances our efforts to shift surgeon treatment algorithms to AxoGen’s portfolio of nerve repair products, including Avance® Nerve Graft, AxoGuard® Nerve Connector and AxoGuard® Nerve Protector,” commented Karen Zaderej, President and Chief Executive Officer. “I am confident his extensive medical device industry experience, both domestically and internationally, will drive AxoGen’s marketing and surgeon education efforts to new levels of success and will play a critical role in the execution of our growth strategy.”

Prior to joining AxoGen, Mr. Leach was the Vice President, Global Knee Marketing of Stryker Corporation, a medical technology company offering innovative products and services in Orthopaedics, Medical and Surgical, Neurotechnology and Spine. Prior to Stryker, he served in marketing roles with increasing responsibility and lastly as Vice President, Americas, Wound Therapeutics & Critical Care at ConvaTec Inc., a private-equity held global medical products and technologies company, with leading market positions in wound therapeutics, ostomy care, continence and critical care, and infusion devices. Prior to moving to the United States Mr. Leach was a global marketing leader for ConvaTec (a Bristol-Myers Squibb company) where he led the launch of new products globally. He also served with Zimmer UK, a medical device company where he headed a newly established division for the Orthopaedic business unit focusing on market development and commercialization of an injectable Hyaluronic Acid for the relief of joint pain. Mr. Leach received his Diploma in Podiatric Medicine from Queen Margaret University in Edinburgh.

“AxoGen has just completed a year of tremendous growth, and is poised to continue its market momentum for the foreseeable future,” said Mr. Leach. “I look forward to working with Karen and the rest of our team to build on our success and accelerate the adoption of AxoGen’s nerve repair products.”

**About AxoGen, Inc.**

AxoGen (NASDAQ: AXGN) is a leading medical technology company dedicated to peripheral nerve repair. AxoGen's portfolio of regenerative medicine products is available in the United States, Canada and several other countries and includes Avance® Nerve Graft, an off-the-shelf processed human nerve allograft for bridging severed nerves without the comorbidities associated with a second surgical site, AxoGuard® Nerve Connector, a porcine submucosa extracellular matrix ("ECM") coaptation aid for tensionless repair of severed nerves, and AxoGuard® Nerve Protector, a porcine submucosa ECM product used to wrap and protect injured peripheral nerves and reinforce the nerve reconstruction while preventing soft tissue attachments.

### **Cautionary Statements Concerning Forward-Looking Statements**

This Press Release contains "forward-looking" statements as defined in the Private Securities Litigation Reform Act of 1995. These statements are based on management's current expectations or predictions of future conditions, events or results based on various assumptions and management's estimates of trends and economic factors in the markets in which we are active, as well as our business plans. Words such as "expects", "anticipates", "intends", "plans", "believes", "seeks", "estimates", "projects", "forecasts", "continue", "may", "should", "will" variations of such words and similar expressions are intended to identify such forward-looking statements. The forward-looking statements may include, without limitation, statements regarding our growth, our 2016 guidance, product development, product potential, financial performance, sales growth, product adoption, market awareness of our products, data validation, our visibility at and sponsorship of conferences and educational events. The forward-looking statements are subject to risks and uncertainties, which may cause results to differ materially from those set forth in the statements. Forward-looking statements in this release should be evaluated together with the many uncertainties that affect AxoGen's business and its market, particularly those discussed in the risk factors and cautionary statements in AxoGen's filings with the Securities and Exchange Commission. Forward-looking statements are not guarantees of future performance, and actual results may differ materially from those projected. The forward-looking statements are representative only as of the date they are made, and, except as required by law, AxoGen assumes no responsibility to update any forward-looking statements, whether as a result of new information, future events or otherwise.

**Source: AxoGen, Inc.**

#### **Contact:**

##### **AxoGen, Inc.**

Peter J. Mariani, Chief Financial Officer  
386.462.6856  
InvestorRelations@AxoGenInc.com

##### **EVC Group**

Michael Polyviou/Doug Sherk – Investor Relations  
212.850.6020  
mpolyviou@evcgroup.com; dsherk@evcgroup.com