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## **AxoGen, Inc. Promotes Jill Schiaparelli to Chief Marketing Officer**

**Growing nerve repair company promotes Schiaparelli to CMO role to focus on development of current and expansion nerve repair markets, brand and corporate marketing.**

Alachua, FL (PRWEB) January 06, 2015

[AxoGen, Inc. \(NASDAQ: AXGN\)](#), a growing medical technology company with a unique and innovative portfolio of products used to repair injured peripheral nerves, announced that Jill Schiaparelli has been promoted to the role of Chief Marketing Officer and will focus on the strategy to develop current and expansion nerve repair markets as well as brand and corporate marketing.

Ms. Schiaparelli joined AxoGen in February of 2012 as the Senior Vice President of Business Strategy and Marketing, bringing more than 20 years of experience in strategic marketing and commercialization for advanced medical technologies including creation of markets for disruptive products. As a member of the leadership team, Ms. Schiaparelli implemented a commercial strategy aimed at increased adoption within its customer base and expanding product usage to include all three AxoGen brands. Ms. Schiaparelli also led efforts to develop the Company's expansion into oral maxillofacial surgery into which AxoGen began selling in mid-2014.

"Jill has been one of the driving forces behind the double digit annual revenue growth AxoGen has delivered over the last 2 years. Her ability to partner with Shawn McCarrey, our Senior VP of Sales, and envision and effect a paradigm shift in the peripheral nerve repair market has resulted in a strong commercial force. This has been a crucial factor in our rapid growth," said Karen Zaderej, President and Chief Executive Officer. "In the CMO role, Jill will continue to focus on developing the market for peripheral nerve repair and, specifically, driving adoption of our portfolio of nerve repair products. Jill's strategic thinking, expertise in developing and evolving markets and unrelenting passion for ensuring that all patients with peripheral nerve injuries are offered treatment choices makes her ideally suited to continue to drive AxoGen's momentum in the role of Chief Marketing Officer at AxoGen."

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 European countries and includes Avance® Nerve Graft, the only off-the-shelf commercially available processed 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.

Avance® Nerve Graft is processed in the United States by AxoGen. AxoGuard® Nerve Connector and AxoGuard® Nerve Protector are manufactured in the United States by Cook Biotech Incorporated, and are distributed exclusively by AxoGen. AxoGen maintains its corporate offices in Alachua, Florida and is the parent of its wholly owned operating subsidiary, AxoGen Corporation.

To learn more about AxoGen and to sign up for our news alerts, visit our website at <http://www.AxoGenInc.com>.

#### Cautionary Statement 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 product development and product potential. 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.