

## **INVENDO MEDICAL EXPANDS MANAGEMENT WITH JOHN J. CIFARELLI AS EXECUTIVE VICE PRESIDENT GLOBAL MARKETS**

### **Latest recruit to spearhead invendo's entry into the U.S. market**

New York, NY / Kissing, Germany — July 1, 2009 — invendo medical Inc., developer of a novel single use and potentially sedation- and painless colonoscope, announced that it has appointed John J. Cifarelli as Executive Vice President Global Markets. He will join as a member of invendo's Executive Committee.

Berthold Hackl, CEO of invendo medical, said, *"We are excited and extremely pleased that John is joining our team. He brings very deep and valuable knowledge of the medical endoscope industry and marketing of innovative technologies in this field. John will be an integral part of our effort to enter the U.S. market in 2010. The unique invendoscopy system is one of the few technologies with the potential to bring benefits to patients, doctors and payors alike."*

As Executive VP Global Markets Mr. Cifarelli will be charged with all aspects of sales, marketing and customer service for invendo's operations. He has more than 20 years of experience in the medical device industry, most recently as vice president of sales for Palo Alto-based PEAK Surgical, Inc. He also worked as a senior advisor to novel endoscopy companies like NeoGuide Systems, Inc. Before that, he was executive vice president of sales and marketing for CDx Laboratories, Inc. Previously, John spent 18 years at Olympus America, where he held several positions, including vice president and general manager of the Surgical Products Group as well as vice president of sales of the Medical Systems Group.

John Cifarelli commented *"I am extremely excited about joining invendo and the outstanding potential for growth. As an insider of the endoscopy market I have been tracking the company for many years and it became clear to me that this is one of the very rare opportunities to have a significant impact on this very large market, which I'm convinced is poised for a change. I'm delighted to add my ample experience to a very knowledgeable and professional team."*

### **About invendo medical - [www.invendo-medical.com](http://www.invendo-medical.com)**

Based in New York, U.S.A. and Kissing (near Munich), Germany, invendo medical is a leading developer of novel disposable endoscopy products in the field of gastroenterology that are hygienically safe, easy to use and potentially reduce pain compared to conventional modalities.

### **Contact:**

Timo Hercegi, CFO  
invendo medical Inc.  
phone +49 8233 74498 0  
[timo.hercegi@invendo-medical.com](mailto:timo.hercegi@invendo-medical.com)