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## PRESS RELEASE

### **DeRoyal Appoints Sofia Orthopaedics as Independent Manufacturer's Representative for Orthopedics Line of Products**

POWELL, TN – January 19, 2016 – DeRoyal, a provider of innovative medical device solutions, has appointed Sofia Orthopaedics, LLC as an Independent Manufacturer's Representative. Sofia Orthopaedics will primarily offer DeRoyal brand and Sofia brand post-operative cervical collars, extrication cervical collars and other cervical soft goods. Additionally, select Sofia Orthopaedics accounts will be offered cervical collars in either a generic label or private label configuration. All qualified Sofia Orthopaedics accounts will have the opportunity to purchase other DeRoyal branded orthopedic products.

Bill Pittman, President and COO of DeRoyal stated, "Salvatore Calabrese, President of Sofia Orthopaedics, brings a unique skill set to this relationship. As the former owner of the Philadelphia Cervical Collar Company, Sal is very knowledgeable of the industry and, more importantly, patient needs. Not only has he developed and designed a number of cervical collars over the years, but also his father Anthony Calabrese designed the Philadelphia Cervical Collar in 1971, which has been the industry gold standard for decades."

"It's an excellent synergistic partnership," said Salvatore Calabrese, President of Sofia Orthopaedics. "We have had a vibrant 35 year relationship with DeRoyal and believe their experienced manufacturing and proven distribution capabilities will satisfy our most demanding customers. We are excited to represent DeRoyal by providing next generation orthopedic products worldwide."

#### **About DeRoyal**

Since 1973, DeRoyal's industry-leading healthcare products and related business services have been helping healthcare providers improve the care of their patients. Each product and service DeRoyal offers exists in response to real needs and is based on advice from actual clinicians to improve the quality of their patients' lives.

#### **About Sofia Orthopaedics**

Sofia Orthopaedics was established to satisfy the requests of clients worldwide who demand high quality medical devices and orthopedic soft goods at affordable prices with the objective to be an integral component of their business and success.