



Improving the lives of newborns

Invictus Medical: Improving the lives of newborns

## **Invictus Medical Names Medical Device Sales Expert Randall A. Cole Executive Vice President, Sales**

*Key Appointment Made as Company Estimates Launching First Product in 2014*

**SAN ANTONIO, TX, February 4, 2014**—[Invictus Medical](#), the San Antonio, Texas-based medical device company dedicated to providing newborns with healthy developmental milestones, today announced that Randall A. Cole has been named executive vice president, sales.

Mr. Cole, who has more than 30 years of experience in startup, mid-cap and large corporation sales strategy and execution, joins Invictus Medical from Pinnacle Medical Solutions where he served as chief executive officer of the durable medical equipment company.

“One of the imperatives we convey to investors and other key stakeholders and partners is that Invictus Medical will have in place an accomplished leadership team with an unparalleled breadth of experience,” said Tom Roberts, Invictus Medical president, CEO and board member. “Randall Cole brings an amazing background and track record of performance and success across several medical device categories. Equally important, he has a deep understanding of and appreciation for those in the medical community and the challenges and opportunities they face today. I am confident Randall will do a tremendous job establishing and leading our sales organization.”

Previous to his role at Pinnacle, Mr. Cole spent a decade with Roche Diagnostics Insulin Delivery Systems in a variety of key executive sales positions. His tenure included serving as national sales director, in which he had accountability for the company’s North American Sales and Clinical Services and Education business units. Prior to Pinnacle Medical Solutions and Roche, Cole held leadership and sales roles at Disetronic Medical Systems, Siemens, Baxter and Pfizer.

“I can think of no greater calling than to represent a company focused on treating newborns and improving neonatal care,” Cole said. “Equally fulfilling is the opportunity to introduce a product with the potential to become a standard of care in the medical and patient communities. It is a rewarding endeavor – one which I believe we at Invictus

Medical are uniquely prepared to embark upon.”

**Invictus Anticipates 2014 Product Launch; Prepares for Series A Funding**

The company’s technology interest focuses on combating deformational plagiocephaly (DP), a cranial deformity exhibited in infants resulting from repeated external pressure to one area of the head. In addition to being a cosmetic issue, according to a study published in *Pediatrics* in 2013, DP has been associated with heightened risk for developmental delays in infants and toddlers.

Invictus Medical anticipates initially marketing its product to pediatric hospitals and NICUs. The company expects to submit its 510k application to the FDA in the first half of 2014 and estimates launching its first product within the year. Invictus closed its seed round of funding in 2013 at 100 percent of target, has raised more than \$2 million to date, and began its Series A funding in the first quarter of 2014.

**About Invictus Medical**

Invictus Medical is a San Antonio, Texas-based medical device company that aims to ensure that children are able to attain their developmental milestones. As evidenced by their award-winning innovations, Invictus Medical has been at the forefront of pediatric care since its founding in 2012. Invictus Medical is a privately held company.

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For more information about Invictus Medical or investor relations, please call Kevin Belgrade at (210) 275-7009.