



FOR IMMEDIATE RELEASE

Rivanna Medical  
press release  
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## **Rivanna Medical Prepares for European Market Adoption of Accuro™ with the Appointment of New Vice President of Sales (EMEA)**

RIVANNA MEDICAL ANNOUNCES RECEIPT OF CE MARKING, AND ISO 13485 CERTIFICATION

CHARLOTTESVILLE, Virginia, June 7, 2016—After recently launching international expansion in the Middle East, **Rivanna Medical** prepares for European Market adoption of **Accuro** with the appointment of a new Vice President of Sales, Europe, the Middle East, and Africa (EMEA).

“As **Rivanna Medical** continues to effectuate global, clinical adoption of **Accuro**, Andrew Hatton, former Vice President of Sales EMEA for Hologic, joins **Rivanna Medical** as a key member of the leadership team bringing with him a record of accomplished sales objectives in EMEA,” says **Rivanna Medical** Chairman and CEO Will Mauldin. “This appointment, along with our recent receipt of the CE marking and ISO 13485 certification, is essential for our European and international expansion.”

“I am excited to be given the opportunity to introduce the ground breaking product, **Accuro**, to the EMEA market and to be a key element in **Rivanna Medical's** international growth strategy.” Says Andrew Hatton, new Vice President of Sales EMEA.

### **ABOUT ACCURO**

For anesthesia providers, the affordable, hand-held, and untethered **Accuro**, by **Rivanna Medical**, removes the uncertainty of blind-needle guidance. Unlike conventional ultrasound technologies, **Accuro** is the world's first ultrasound-based system specifically designed to help you apply spinal and epidural anesthesia with automated 3D navigation of the lumbar spine identifying epidural location, depth, and trajectory. **Accuro's** easy-to-use, innovative technology will improve the efficacy of ultrasound-guided spinal anesthesia helping avoid complications and advance patient outcomes. Certainty can be effortless.

### **ABOUT RIVANNA MEDICAL**

**Rivanna Medical**, located in Charlottesville, Virginia, is an innovative medical-device company that imagined, engineered, and commercialized the **Accuro**, the world's first ultrasound-based system specifically designed to help you apply spinal and epidural anesthesia with automated 3D navigation of the lumbar spine identifying epidural location, depth, and trajectory. This proprietary and versatile imaging device is FDA 510(k)-cleared for spinal anesthesia guidance and a variety of additional imaging applications, such as diagnostic imaging of musculoskeletal and abdominal anatomies.