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Page: 1/2

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BIOTRONIK Opens State-of-the-Art Education and Innovation Center in New York City

Rapid Growth and Customer Focus Drive Decision; Strategic Placement Signals Commitment to US Market

LAKE OSWEGO, Oregon and NEW YORK, February 24, 2016 – [BIOTRONIK](#), a global leader in cardio- and endovascular medical technology, today announced that it has opened a state-of-the-art training facility and innovation center in New York City.

BIOTRONIK is experiencing a prolonged period of growth. The company has substantially increased its U.S. workforce and revenues in the U.S. in recent years. This acceleration of corporate growth and the introduction of new technology have led to an increased need for training. As an example, most electrophysiologists and cardiologists practicing today learned previously that patients with rhythm management devices are unable to undergo an MRI due to safety concerns. Today however, BIOTRONIK offers pacemakers and ICDs that are approved by the FDA as MR conditional.

“Opening our new Education and Innovation Center in the world’s business epicenter reflects our commitment as a leader in clinical education,” said Marlou Janssen, President, BIOTRONIK, Inc. “We believe that this is a shared responsibility and this new valuable resource will allow us to strengthen our efforts.”

Through its International Fellowship Program, BIOTRONIK delivers first-class educational programs for electrophysiologists who are still in training. The company has dedicated part of the new facility’s space to supporting hands-on components of these educational programs, as well as two new programs for healthcare leaders.

The first of these new programs is designed to bring electrophysiologists and company engineers together in an interactive setting to discuss current and future CRM technology trends, including novel technologies for the future. The Innovation at BIOTRONIK – or iBIO – programs are scheduled monthly at the New York Education and Innovation Center.

Beginning this month, the company is launching a new program known as the “industry and Healthcare Executive Administrator Roundtable (iHEAR)”. These meetings, designed for healthcare administrators and executives, will explore the changing healthcare landscape - including impacts from public policy reform, economics,

Page: 2/2

technology and research - with guest speakers and innovators from a variety of disciplines.

“Our new space allows us to make good on our promise to deliver programs of the same quality and reliability that customers have always been able to expect from our products,” added Janssen.

This new facility complements BIOTRONIK’s US headquarters, established near Portland, Oregon in 1978. The new location was strategically chosen due to its close proximity to the highest concentration of US academic medical centers on the east coast. Collaboration with these institutions has been integral to BIOTRONIK’s rapid technological advancements over the past several years.

BIOTRONIK’s new offices are in Hudson Square in SoHo, New York, at 330 Hudson Street on the fourteenth floor.

About BIOTRONIK

One of the world’s leading manufacturers of cardio- and endovascular medical devices, BIOTRONIK is headquartered in Berlin, Germany, and represented in over 100 countries. Several million patients have received BIOTRONIK implants designed to save and improve the quality of their lives, or have been treated with BIOTRONIK coronary and peripheral vascular intervention products. Since its development of the first German pacemaker in 1963, BIOTRONIK has engineered many innovations, including BIOTRONIK Home Monitoring®; Pulsar*, the world’s first 4 F compatible stent for treating long lesions; Orsiro*, the industry’s first hybrid drug-eluting stent; and the world’s first implantable cardioverter defibrillators and heart failure therapy devices with ProMRI® technology.

* Investigational device: Limited by United States law to investigational use.

For more information, visit: www.biotronikusa.com

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