



Dear Customer,

Please see attached drafts of content for the media kit designed for use by MAGEC® system surgeons.

Included are the following:

- A tailored, media-ready pitch alert suggesting interview with doctor or story on how local medical group or surgeon is pioneering MAGEC in the region, which is the most important piece. The doctor (his or her staff or even the PR representatives from the affiliate hospital) can send this directly to local media to promote coverage.
- Background on NuVasive®.
- A media-ready backgrounder on MAGEC - why it's needed, and what problems it solves.
- Product images and animation.
- Instructions for the practice on how to use the kit.



MAGEC® Media Kit for Surgeons and Staff

Instructions and Overview

The enclosed electronic media kit is designed to provide great local and regional visibility and attention for surgeons using the MAGEC system.

The doctor and patient benefits provided by the MAGEC system tell their own stories to a large extent. For your local news venues – be they newspapers, health and lifestyle magazines, evening television news, or radio talk shows – it's a powerful story about a pioneering local surgeon using an innovative, new technology that brings ease and simplicity to patients (and families) requiring treatment for early onset scoliosis (EOS).

Despite the procedure and technology telling a large portion of the story, you can expedite media interest via a strategy that will help reporters, producers and ultimately your target constituents (referring physicians, prospective patients and their families) become aware of your practice and the innovative technology you are utilizing.

GOALS

The primary goals of these materials are to:

- **Educate** your target audiences: 1. potential patients and patient families; 2. referral physicians, on a regional level regarding the potential benefits of the MAGEC system; which helps eliminate planned distraction surgeries (and associated complications) for patients being treated for EOS, and enables the surgeon to modulate a patient's growth through noninvasive means.
- **Develop and distribute consistent messages** about your practice and the technology you use among strategically selected local media. This practice-building exercise will introduce new referral physicians and patient families to MAGEC and site you as the specialist performing the procedure locally.

In order to help you achieve these goals, NuVasive® has generated a series of customizable electronic tools you and/or your staff can use to reach out to the media.

The end result will be media interviews for you as an expert on the subject of early onset scoliosis, and emerging new technological alternatives to the previous gold standard of more invasive distraction treatments. These interviews could appear on local television news programs, radio talk programs or the local newspapers servicing your area.



TOOLS

The tools included in this electronic marketing kit are:

- Media ready MAGEC® backgrounder
- Media alert/press release
- NuVasive® company backgrounder
- Photos and illustrations of the MAGEC technology
- Animation video (for use as b-roll footage by television news teams)

IMPLEMENTATION

All of the materials in this kit may be downloaded from the following Box.com location:

[MAGEC Media Materials](#)

The media alert/press release is the primary outreach tool and is used to arrange interviews with local evening news programs and newspapers that can easily be tailored to include your local information. Simply insert your doctor's name and affiliations in the spaces provided. We recommend printing it on your own practice letterhead and distributing it (via fax, mail or, most preferably, e-mail) to your local media outlets.

If you are unsure of contact information for your local media outlets, available to assist you:

- NuVasive PR team, **Michael Farrington**, media@nuvasive.com

The alert should serve to stimulate interest and in some cases will be all that is required. Once a reporter does show interest, however, the other items in the toolkit will become helpful as the media representatives ask for more.

The MAGEC and NuVasive backgrounders are ready to use and can be provided to interested reporters who wish to learn more about MAGEC than what is detailed in the alert.

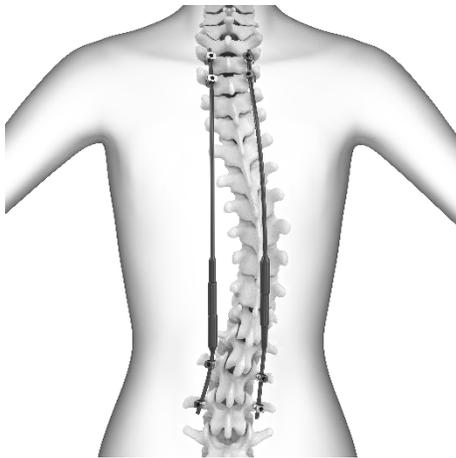
The photos in this kit are in .png format. If your local newspaper prefers a different format, please let us know and we will try to accommodate to their requirements. The kit also includes a product animation. Should you be performing an interview with a local news program that would like to feature animations, this is often well received by news producers and reporters. When a reporter asks if you have "b-roll" available, this should serve that purpose.

Thank you for your support and interest in promoting the MAGEC system!

NuVasive®

NuVasive, Inc. is a world leader in minimally invasive, procedurally-integrated spine solutions. From complex spinal deformity to degenerative spinal conditions, NuVasive is transforming spine surgery with innovative technologies designed to deliver reproducible and clinically proven surgical outcomes. NuVasive's highly differentiated, procedurally-integrated solutions include access instruments, implantable hardware and software systems for surgical planning and reconciliation technology that centers on achieving the global alignment of the spine. With \$811 million in revenues (2015), NuVasive has an approximate 1,900 person workforce in more than 40 countries around the world. For more information, please visit nuvasive.com.

The MAGEC® system



The MAGEC system is the only noninvasive solution for growth modulation in pediatric spinal deformity. MAGEC rods act as an internal brace to halt progression of the spinal deformity while allowing for growth and development of the thoracic chest cavity.

MAGEC features proprietary magnetic technology, allowing surgeons to externally adjust the growing rod construct in a clinical setting. This benefit eliminates the need for planned distraction surgeries that are required for growth in other treatment options. As a result, MAGEC helps reduce the chance of complications during treatment, and simplifies care for this challenging patient population.

– Media Backgrounder –

The MAGEC[®] System: Noninvasive Growth Modulation

A Growing Problem

Early onset scoliosis (EOS) affects skeletally immature patients less than 10 years of age with severe, progressive, spinal deformities. The treatment goal is to halt the progression of the deformity while allowing for continued growth of the child (specifically, thoracic cavity height). If the thoracic cavity height is not restored, patients can experience lifelong pulmonary and cardiovascular complications.

The traditional surgical treatment for patients with moderate to severe cases of EOS requires an initial surgery, typically between the ages of five and seven. A growing rod is implanted as an internal brace to halt the deformity, and the patients undergo additional planned distraction surgeries every six months, allowing for continued growth during treatment. Sometimes these distraction surgeries can total to an additional 14 procedures beyond the initial surgery.

Beyond the concern of the cost of numerous surgical procedures, repetitive distraction surgeries are associated with psychological distress that the patient and family may experience during treatment, and increases the patients' risks surrounding exposure to anesthesia and postoperative infections.

A New, Less Invasive Option

NuVasive[®], along with key opinion leaders in pediatric spinal deformity, recognized the need for an alternative form of EOS treatment – the MAGEC system. MAGEC offers a significantly less invasive surgical option for patients being treated for EOS and thoracic insufficiency syndrome (TIS).



MAGEC eliminates the need for a series of invasive distraction surgeries, while still allowing for patient growth throughout treatment. With the MAGEC system, planned distractions take place in an office setting at the cost of a regular office visit. These noninvasive distractions are quick, painless, and the child can return to normal activity right away. MAGEC distractions are carried out until a patient has matured enough to undergo a final fusion procedure.

EOS treatment with MAGEC reduces the number of times the patient will be exposed to anesthesia, and limits their chances of acquiring infections. Since MAGEC allows the child to forego multiday stays in the hospital every six months, they are able to avoid the repetitive anxiety associated with these distraction



procedures. In addition, the noninvasive distractions in an office setting result in a lower overall cost of treatment. As a result, the patient and family experience of receiving treatment for EOS is transformed.

How it Works

The MAGEC rod is a titanium spinal rod that is surgically implanted and secured using spinal fixation components such as pedicle screws, hooks and/or connectors. The key to the MAGEC system is the magnetic interaction between the MAGEC implant and the hand-held MAGEC External Remote Controller (ERC) – used at various times throughout treatment to lengthen the implanted MAGEC rod from outside of the body.

In a standard office visit, the ERC is held over the child's spine and activated. Magnets within the ERC cause a magnet in the rod to rotate, and the MAGEC rod is either lengthened, or shortened as a result. The rod distractions allow the physician to drive or follow natural patient growth until he/she deems the MAGEC rod has achieved its intended use. At this point, the MAGEC rod(s) will be explanted, and the patient will undergo a final correction and fusion procedure.



For Media contacts, please contact NuVasive PR- media@nuvasive.com.



--INTERVIEW OPPORTUNITY--

LOCAL SURGEON PIONEERS REVOLUTIONARY PEDIATRIC SPINAL DEFORMITY TREATMENT

THE MAGEC® SYSTEM PROVIDES NONINVASIVE GROWTH MODULATION THAT SIMPLIFIES PATIENT CARE FOR EARLY ONSET SCOLIOSIS

WHAT: Pediatric spine surgeons are motivated to find the best treatment options for their patients presenting with early onset scoliosis (EOS). In recent years, common treatment options included an initial surgery followed by a series of distraction surgeries to help the patients grow throughout treatment. These invasive distraction surgeries are associated with increased rates of complications surrounding: infections, exposure to anesthesia, and psychological distress. NuVasive®, along with key opinion leaders in pediatric spinal deformity, recognized the need for an alternative form of EOS treatment.

Now, the MAGEC system from NuVasive, is being used locally by *(city)*-based surgeon *(doctor's name)* at *(hospital, medical group or practice name)*. MAGEC offers a significantly less invasive surgical option for patients being treated for EOS and thoracic insufficiency syndrome (TIS).

MAGEC eliminates the need for a series of invasive distraction surgeries, while still allowing for patient growth throughout treatment. With the MAGEC system, planned distractions take place in an office setting utilizing the noninvasive MAGEC External Remote Controller (ERC). As a result, MAGEC helps reduce the chance of complications during treatment, and simplifies care for this challenging patient population.

The MAGEC System is a less invasive option helping thousands of EOS patients experience simplified care, and *(doctor's name)* is leading the charge locally.

WHEN: MAGEC procedures are currently being performed at elite medical centers around the country, including procedures by *(doctor's name)* in *(city)*.

WHO: Available for interviews is *(doctor's name)*, *(city)*-based pediatric orthopedic surgeon and the region's pioneer of this technology, who can discuss MAGEC and how it works.

(MAGEC backgrounder and illustrations are also available upon request).

CONTACT: *(doctor's office staff person or doctor)*, *(phone number)*, to arrange an interview or receive more information.

Safety Summary

The MAGEC system is indicated for skeletally immature patients less than 10 years of age with severe progressive spinal deformities (e.g. Cobb angle of 30 degrees or more; thoracic spine height less than 22 cm) associated with or at risk of Thoracic Insufficiency Syndrome. TIS is defined as the inability of the thorax to support normal respiration or lung growth.

The MAGEC system is comprised of a sterile single-use spinal rod that is surgically implanted using appropriate fixation components (e.g., Pedicle screws, hooks and/or connectors). The system includes a non-sterile hand-held External Remote Controller (ERC) that is used at various times after implantation to noninvasively lengthen or shorten the implanted spinal rod.

Contraindications:

- Patients with infections or pathologic conditions of bone which would impair the ability to securely fix the device (e.g. osteoporosis, osteopenia).
- Patients with metal allergies and sensitivities to the implant materials (e.g. Titanium).
- Patient with a pacemaker or other active, electronic devices (e.g. ICD).
- Patient requiring MRI imaging during the expected period device will be implanted.
- Patients younger than two years old.
- Patients weighing less than 25 lb. (11.4 kg).
- Patients and/or families unwilling or incapable of following postoperative care instructions.
- Patients with stainless steel wires or other implants containing incompatible materials.

The implantable device is only to be used by a trained licensed physician. Please refer to the MAGEC Technique Guide for complete safety information and instructions for use.

Caution: Federal law restricts this device to sale by or on the order of a physician.