

***Accellent Unveils its New Brand Identity as Lake Region Medical***  
**Company Extends the Reach of Customers to Enhance the Lives of Patients**

Wilmington, MA—September 22, 2014— Today Accellent Inc. (“Accellent” or the “Company”) launched its new brand platform and will begin doing business as Lake Region Medical, consistent with its announcement in March of this year following the Company’s acquisition of Lake Region Medical. As a merged company, Lake Region Medical extends its global leadership providing advanced medical device technologies and remains well positioned to provide essential manufacturing and R&D solutions to major medical device companies.

“As part of our rebranding, we sought input from our customers to better align our brand identity with their business needs. Our new identity and brand platform helps demonstrate Lake Region Medical’s commitment to channeling all our innovation, expertise and resources to collaborate with the world’s greatest medical device companies to deliver life-changing solutions that enhance the lives of patients,” said Don Spence, Chairman and CEO of Lake Region Medical.

Central to the brand launch is a new logo featuring a geometric heart. The crisp and contemporary image reflects Lake Region Medical’s long-established legacy within the medical device industry as an OEM development and manufacturing partner. Two color forms within the icon overlap and intertwine to represent the collaborative relationship Lake Region Medical develops with its customers.

While Accellent will be doing business as Lake Region Medical and updating its visual identity, the Company seeks to ensure a smooth transition for its customers. Therefore, the legal name of the legacy Accellent entity will remain “Accellent Inc.” until December 2015, which will give customers sufficient time to coordinate and execute any required change control procedures and regulatory notifications.

**About Lake Region Medical**

Lake Region Medical collaborates with the world’s leading medical device companies to deliver life-changing innovations that enhance the lives of patients. Backed by decades of experience and clinical expertise, we help customers bring products from concept to point-of-care in the Cardio & Vascular and Advanced Surgical markets. Lake Region Medical offers fully integrated outsourced manufacturing and engineering services, contract manufacturing, finished device assembly, original device development and supply chain management services. For more information, please visit [www.lakeregionmedical.com](http://www.lakeregionmedical.com).

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