



PRESS RELEASE

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Synogen Provides Consulting Services Helping Technology Companies Navigate from Concept to Market

Gainesville, FL - Synogen today announced the creation of the **Synogen Consulting Group**, dedicated to providing services that are critical to the success of technology companies. Synogen Consulting draws on the depth of experience, breadth of expertise and proven success of its consulting entrepreneurs to partner with clients in the successful navigation of their product or technology from conception to commercialization.

With medical technology, biotechnology, life science and technology companies facing ever-shrinking equity investment funds and unprecedented regulatory pressures, leaders are looking for new ways to complement the talents of their management team with experience and expertise to meet the critical challenges on their road to success.

Each consultant in the Synogen Consulting Group is an experienced entrepreneur who understands, firsthand, how challenging it is to bring new and innovative products to market. The collective reach of the consulting team spans a spectrum of issues, such as:

- Start-up company set-up and operations
- Establishing regulatory processes and strategies (FDA, EU and Health Canada)
- Planning and execution of product development, including design control
- Design, implementation, and management of preclinical safety and efficacy studies
- Assisting in the establishment of quality assurance systems, operations and logistics
- Finding and assessing potential strategic alliance relationships
- Enhancing intellectual property value and managing intellectual property development
- Developing and writing commercialization plans and comprehensive, fundable business plans

“We are very excited with the Consultants that we have assembled to form this group. In these economic times, we bring the critical experience and resources required by start-up companies to complement the core talents of their management team. Each of us within the Synogen Consulting Group has been a leader in technology development and directly responsible for taking products from concept to market,” said David Greenspan, Managing Director of Synogen Consulting Group.

Synogen is a seed-stage venture fund that partners in the creation of technology companies. The **Synogen Consulting Group** provides key services that are critical to the success of each start-up, including business plan development, project management, regulatory consulting, scientific expertise, market research, engineering support and licensing and contract negotiations. Synogen was founded by Richard R. Allen (currently CEO of Xhale, Inc.) and Jamie Grooms (currently CEO of Axogen). Allen and Grooms were also co-founders of Regeneration Technologies (NASDAQ: RTIX). Synogen and the Synogen Consulting Group are located in Gainesville’s Downtown Technology Center.

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