



ORTHOCON® Names David J. Hart Vice President of Business Operations

Irvington, NY (March 15, 2012) – ORTHOCON®, Inc., a privately-held surgical device company, today announced that David J. Hart has been appointed Vice President of Business Operations. Mr. Hart will be responsible for in-licensing and acquiring new products and technologies for development and distribution by ORTHOCON's R&D and commercial teams.

Mr. Hart joins ORTHOCON from Alpine Capital Group, a leading family office investment fund where, as President and Chief Investment Officer, he was responsible for all private equity and indirect capital investments and healthcare research. Prior to Alpine Capital, David was Principal and Senior Research Analyst at Apelles Investment Management, a cross-capital healthcare investment fund focused on public and private investing in medical device, healthcare service, and healthcare information technology companies. Mr. Hart began his career in the merger and acquisition groups at Thomas Weisel and Partners and Duff and Phelps. He earned a MBA from Columbia University and a BA from Duke where he was a member of the varsity golf team.

"I am thrilled to have David on our senior leadership team," said John J. Pacifico, President and Chief Executive Officer of ORTHOCON. "Having known David for several years and watched him achieve tremendous professional success directly relevant to ORTHOCON's business plan, I know he is perfect for this role and I fully expect him to add significant value to ORTHOCON and to our shareholders."

"I've had the opportunity to watch ORTHOCON evolve over the last five years. John has built a dynamic organization with a robust R&D pipeline and a truly differentiated commercialization strategy," said David Hart. "I am excited to join the ORTHOCON team and look forward to helping John execute on his strategic vision for the company."

About ORTHOCON

Founded in 2005, ORTHOCON develops, acquires, manufactures, and markets surgical products. In 2011, ORTHOCON announced the commercial introduction of its first FDA cleared product, Hemasorb Resorbable Hemostatic Bone Putty, and the clearance of Hemasorb Apply, a proprietary applicator designed to deliver Hemasorb and other ORTHOCON products presently under development. Also in 2011, ORTHOCON announced a strategic partnership with Bezwada Biomedical which gave ORTHOCON worldwide rights to develop and market Bezwada's absorbable polyurethane technology for bone applications.

ORTHOCON is funded by leading international venture capital investment firms. The company occupies 8,000 square feet at its state-of-the-art facility in Irvington, New York. For more information, please visit www.orthocon.com.

CONTACTS: Jenny Enrico, +1-914-357-2617, enrico@orthocon.com