
FOR IMMEDIATE RELEASE

**ACell[®], Inc. Announces MatriStem[®] Surgical Matrix Will be Rebranded
as Gentrix[™] Surgical Matrix**

Columbia, MD - (February 15, 2017) – ACell, Inc. today announced the rebranding of its surgical product line from MatriStem Surgical Matrix to Gentrix Surgical Matrix.

“All of our products were previously marketed under the brand name MatriStem, which occasionally caused some confusion among our customers. This new branding strategy makes it easier for surgeons and their teams to quickly identify which ACell product they need for a specific procedure,” said David Elliot, ACell Vice President of Marketing. “Now our surgical soft tissue repair products – marketed as Gentrix - are more clearly differentiated from our wound management products – marketed as Cytal[™] and MicroMatrix[®].”

Gentrix Surgical Matrix products are generally intended for implantation to reinforce soft tissue, while ACell’s wound management devices, Cytal and MicroMatrix, are generally intended for the management of partial and full-thickness wounds.

About ACell, Inc.

ACell, Inc. is a leading regenerative medicine company focused on the development, manufacturing, and commercialization of medical devices for wound management and surgical soft tissue repair. ACell is committed to becoming and remaining an innovative leader in regenerative medical technology, offering superior healing options for doctors and patients. ACell is a privately held company and operates manufacturing facilities in Columbia, MD and Lafayette, IN.

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