



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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**Daniella Russo of Think Beyond Plastic™ Innovation Forum Joins
NewGen Surgical Advisory Board**

*Appointment of Think Beyond Plastic™ founder and CEO strengthens advisory
team*

April 15, 2014 – San Rafael, California – NewGen Surgical, Inc., a manufacturer of high-quality, single-use medical devices and surgical products, today announced that Daniella Russo has joined its advisory board. The appointment of the founder and CEO of Think Beyond Plastics™ Innovation Forum and co-founder of Plastic Pollution Coalition further strengthens NewGen Surgical’s distinguished advisory board, which includes Dr. Barry Gardiner, NewGen’s medical director and a pioneer of laparoscopy in general surgery, and Dr. Ann Blake, a thought leader in chemicals policy reform and a strategic thinker in efforts to create a just and sustainable global economy.

Ms. Russo is the founder and CEO of Think Beyond Plastic™, a global forum and business accelerator focused on disruptive innovation and entrepreneurial solutions to the plastic pollution crisis. The Think Beyond Plastic™ Innovation Forum addresses plastic pollution as an innovation challenge that leverages the growing consumer and business demand for safe alternatives to conventional plastic. Ms. Russo is pioneering a global strategy focused on viable solutions that enable corporate responsibility and financial growth through market and policy instruments.

Ms. Russo is the co-founder of Plastic Pollution Coalition, a global alliance working to end plastic pollution and its toxic impacts on people, animals and the environment.

“Daniella will provide us with practical and valuable strategic focus and advice as NewGen Surgical enters our next phase of growth and success. We are confident her experience will help us strengthen our design and manufacturing process so we can reduce, eliminate or cut the harmful and detrimental effects of plastic in our environment, ’ said Rob Chase, CEO of NewGen Surgical Inc.

“NewGen Surgical brings disruptive innovation to the surgical room, typically a source of plastic medical waste,” said Ms. Russo. “Incorporating new materials into a process dominated by waste, NewGen transforms plastic pollution into a business challenge and an innovation opportunity.”

About NewGen Surgical:

NewGen Surgical, Inc. develops and manufactures sustainably designed single-use medical devices and surgical products. With Smart Sustainable Design™, NewGen Surgical’s mission is to minimize plastic waste in the O.R. by redesigning plastic disposable products with materials that minimize their environmental footprint, with a focus on the many plastic products used in the O.R. that are not reprocessed. These products offer hospitals and surgery centers a solution for their sustainability programs and to meet Environmentally Preferable Purchasing (EPP) objectives. Founded in 2012 in the San Francisco Bay Area, NewGen Surgical is a member of Practice Greenhealth and the Greening the O.R. Initiative. For more information, visit www.newgensurgical.com.