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## **novoGI Led by Gavriel Meron to Provide Novel Solutions for GI Disease Management**

*Company to Focus on a Comprehensive Approach to Disease Management*

novoGI Inc. today announced that NiTi Surgical Solutions Inc. has been renamed novoGI Inc.

The initial novoGI product, the proven nitinol based compression anastomosis device, has been used globally in more than 10,000 patients undergoing colorectal resection procedures. novoGI offerings will be expanded with novel device enabled solutions, focusing on a comprehensive approach in advancing care for patients with GI disease.

novoGI's leadership team, which brings multi-disciplined expertise and deep industry knowledge, is led by Gavriel Meron who serves as President and CEO. Meron has, for the past 25 years, served in senior management and CEO positions in the medical device market as well as in other industries. He was the founding President and CEO of Given Imaging Ltd. [NASDAQ:GIVN], which pioneered Capsule Endoscopy and sustained its global leadership position, becoming a standard of care worldwide.

“We embark upon this new opportunity, with a new brand, novoGI, a new leadership team and a new strategy,” said Meron. “I believe that our comprehensive approach to GI disease management will provide advanced patient care and better outcomes, and look forward to introducing exciting and innovative solutions for the GI disease community.”

The company has launched its new website [www.novoGI.com](http://www.novoGI.com) that will support its offerings as well as highlight the contribution and significance of novoGI.

### **About novoGI**

novoGI is focused on providing an expanding range of device driven solutions for GI disease management through a globally branded, high quality, market driven company. The US headquarters are in Atlanta, Georgia; research, development and manufacturing facilities in Netanya, Israel; and its European headquarters near Paris, France.

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