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VentureMed Strengthens Commercial Leadership and Expands Clinical Evidence to Drive FLEX Vessel Prep™ System Growth

Minneapolis, Minnesota – March 12, 2025 – VentureMed Group, Inc., a leader in medical device innovations for arteriovenous (AV) access and peripheral arterial disease (PAD), has expanded its commercial leadership team to accelerate growth. Additionally, a new peer-reviewed publication in the *Journal of Endovascular Therapy* further supports the clinical benefits of the FLEX Vessel Prep™ System with drug-coated balloons for peripheral vascular disease treatment.

Driving Growth Through Leadership Expansion

The expanded commercial leadership team will focus on three key strategic areas:

- Expanding FLEX Vessel Prep™ System commercialization across the U.S. and select European markets
- Enhancing U.S. reimbursement strategies to drive adoption and ensure long-term market sustainability
- Scaling manufacturing to meet growing demand and market expansion

Strategic Leadership Additions

As part of this expansion, VentureMed is proud to welcome key industry leaders to drive strategic growth:

- Dr. Jordan Knepper, MD, MSc joins as Chief Medical Officer. A vascular surgeon and Associate Professor of Surgery at Michigan State University, Dr. Knepper succeeds Dr. John Pigott, who remains as Founder & Critical Advisor.
- Pete Theirl steps in as Vice President of Global Sales, bringing extensive experience in medical device sales, including peripheral interventions.
- Tom Michals takes on the role of Vice President of Marketing, leveraging his expertise from Boston Scientific and Medtronic to drive strategic marketing initiatives.
- Bruce Werner joins as Senior Director of Sales Operations & Customer Fulfillment, reinforcing the company's focus on commercial execution and customer success.

Additionally, current leadership team members Dave Michaelson will assume the role of VP of U.S. Sales, and Kathy Leith will take on the role of VP of Market Access and Reimbursement.

Expanding Clinical Data for FLEX VP™ System

A new investigator-initiated study, led by Dr. Daniel Periard, titled "*The Benefit of Longitudinal Micro-incisions Prior to Paclitaxel-Coated Balloon Angioplasty (BELONG Study)*", was recently published online in the *Journal of Endovascular Therapy*. This single-arm prospective trial, involving 41 patients, reported 97.5% freedom from clinically driven target lesion revascularization (CDTLR) and sustained symptom relief at 12 months. These results suggest that vessel preparation using FLEX VP™ with drug coated balloon provides significant long-term benefits for patients with highly calcified superficial femoral artery or popliteal lesions.

Positioned for a Breakout Year

“With our expanded leadership team and growing clinical evidence, VentureMed is well-positioned to accelerate adoption of the FLEX Vessel Prep™ System and drive our focused sales goals this year,” said Denis Harrington, President & CEO of VentureMed Group.

About VentureMed Group & FLEX Vessel Prep™ System

VentureMed Group, Inc. is a pioneering medical device company dedicated to advancing endovascular solutions for arteriovenous (AV) access and peripheral arterial disease (PAD) interventions. The company’s flagship technology, the **FLEX Vessel Prep™ System**, is designed to optimize vessel preparation using its proprietary **Kinetic Endovascular Micro-incision Creation (KEMIC) technology**. Unlike traditional balloon-based approaches that apply static pressure, KEMIC leverages-controlled motion and dynamic vessel apposition to create long, precise micro-incisions. As FLEX is pulled back through the vessel, the outward pressure of the struts ensures continuous contact with the vessel wall, while the pull-back motion of the blades generates a series of precise micro-incisions.

This unique mechanism facilitates luminal gain, may enhance drug uptake when used in combination therapy, and may reduce vessel trauma—ultimately lowering the risk of restenosis. FDA 510(k) cleared and CE Mark approved, FLEX is redefining vessel preparation and advancing treatment options for patients worldwide.

For more information, visit www.VentureMedgroup.com.