

## **FOR IMMEDIATE RELEASE**

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### **ST. RENATUS WELCOMES NEW CEO** **Steve Merrick to Bring Knowledge and Experience from World of Dental** **Anesthetics**

**Fort Collins, Colo. – October 26, 2009** – St. Renatus LLC, the Fort Collins-based company dedicated to commercializing the world’s first dental anesthetic that is administered through the nasal cavity, recently announced the hiring of its first full-time chief executive officer. This hire not only brings to St. Renatus seasoned, successful leadership, but also provides immediate access to industry influencers and distribution channels typically unavailable to firms at this stage of development.

New CEO Steve Merrick will oversee all operations to fund, complete the FDA process, and commercialize and distribute the investigative nasal mist.

“I believe the work St. Renatus is doing will change the way patients view the dental profession. Now there is a perception of pain and fear. We would like to help change this,” said Mr. Merrick, CEO of St. Renatus, on what he looks forward to most as he joins his new company.

Mr. Merrick, 51, has a wealth of knowledge and business experience in the area of dental anesthetics. In addition, he has developed numerous reliable networks in the dental community that has positioned St. Renatus on a successful path for distribution of their new drug.

He was previously with the world’s leading provider of injectable dental anesthetic, Septodont, for over 15 years. At Septodont he served as the vice president of global marketing for the Pain Control Division where he directly oversaw the FDA approval of two versions of the best injectable anesthetic. Mr. Merrick was also involved in the improvement process for several other injectable anesthetics. In previous years at the company, Mr. Merrick also held positions as vice president of marketing, anesthetic marketing director, anesthetic product manager and the mid-Atlantic sales representative. Prior to Septodont, he was the mid-Atlantic sales representative with Astra Pharmaceutical Products, Inc., in Westborough, Mass., for more than seven years.

“This position [at St. Renatus] allows me to use all of my previous business experience in a very focused environment,” said Mr. Merrick.

He received his bachelor's degree in marketing from Rider University in Lawrenceville, N.J. in 1986. And throughout his professional years, Mr. Merrick has involved himself in many business associations, including serving as the Chairman of Exhibits Committee of The Dental Trade Alliance (DTA) from 2007 to 2009. He currently is a member of the American Dental Association (ADA) working group for dental anesthetics, needles and syringes.

“This is an extraordinary opportunity to have a pre-revenue, start-up company attract an executive from the world's largest dental anesthetic company,” said Dr. Mark Kollar, co-founder of St. Renatus. “Most pre-revenue companies aren't attractive enough to reach the top people in the world, unless the idea has significant potential. Our idea has a potential US market of \$3 billion dollars and world market of \$30 billion dollars. This is not a subset drug like most drugs. It could be used on anyone with an upper tooth for a number of procedures.”

While at St. Renatus, Mr. Merrick will work with the company's Board of Directors, a group dedicated to guiding the operations and management of the process to commercialize the nasal mist. The seven-man board includes Mr. Merrick (director and CEO) and the two St. Renatus co-founders – Dr. Mark Kollar (Director and Senior Advisor) and Jim Mulvahill (Director and Senior Advisor) – along with four other members with knowledge in the business, science, and medical professions:

- **Dr. Ronald W. Hart, director and chief regulatory advisor**, is known for his leadership at the highest levels of business, medicine, government, and education. He was previously director of the National Center for Toxicological Research, the research arm of the FDA, and scientific advisor to Presidents Ronald Reagan, George H.W. Bush, and Bill Clinton.
- **Frank R. Ramirez, director**, is currently the CEO of Ice Energy, an energy technology company in Windsor, Colo. He was a founder and managing member of CES LLC, a start-up that developed innovative energy solutions for mission-critical facilities. Ramirez was also the founder and former managing director of Structured Capital Management, a successful boutique investment bank specializing in complex asset securitizations
- **Christopher M. Scotti, director**, is an attorney and partner with Oppenheimer Wolff & Donnelly LLP in Minneapolis, Minn. His practice includes all aspects of commercial and consumer finance transactions, as well as compliance and general business counseling and transactions.
- **Martin A. Culhane III, director and secretary**, practices tax law as an attorney and partner with Oppenheimer Wolff & Donnelly LLP in Minneapolis, Minn. He is licensed as a certified public accountant with extensive experience in tax planning and analysis in the areas of corporate mergers and acquisitions, C and S corporations, partnerships, limited liability companies, and state, local, and international tax matters.

While a private company, St. Renatus has nonetheless constructed a board that already meets all public company corporate governance.

“I know this board of directors will challenge me to deliver the best product possible and build a company people will be proud to work for,” said Merrick.

Upon FDA review and anticipated approval, St. Renatus intends to package their new topical dental anesthetic in a ready-to-use nasal spray device. The benefits of this new technology include: a better experience for doctors and qualifying patients; an accurate and sophisticated method to anesthetize the upper teeth topically without the risk, fear, and pain of an injection; and no uncomfortable cheek or "fat lip" numbness associated with the needle.

“Anytime you fundamentally change the way treatments have occurred in the past, you get resistance to change. By providing the right scientific evidence to prove the efficacy of new products, you pave the way for a smooth transition to better patient care,” said Mr. Merrick.

St. Renatus anticipates initiating FDA Phase 3 clinical trials the second quarter of 2010. After all clinical trials are successfully completed, St. Renatus will promptly submit the new drug application (NDA) to the FDA for approval and launch into the market, estimated for the first quarter of 2011.

“With the right focus we will complete this research project in a timely fashion and submit this wonderful new product to the FDA for review and eventual approval,” said Mr. Merrick.

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### **About St. Renatus**

St. Renatus, LLC was founded to commercialize and distribute the world's first dental anesthetic administered through the nasal cavity and suitable for use in procedures involving most of the upper teeth. By bringing this product to market, St. Renatus aims to create a better experience for dentists and qualifying patients by using an accurate and sophisticated method to anesthetize the upper teeth without the risk and pain of a needle. For more information on St. Renatus, visit [www.st-renatus.com](http://www.st-renatus.com) or call 970.282.0156.