

Global Orthopedic Network, Inc.

“The GO Network”

Global Orthopedic Network, Inc. (“The GO Network”) Introduces New Business Model Addressing Market Access Challenges Faced by Start-Up Orthopedic Companies Resulting in Greater Market Penetration Worldwide

June 26, 2012 / Market accessibility and associated expenses are two significant hurdles faced by start-ups entering commercialization. Challenges include: establishing distribution networks (takes time and valuable resources), managing focus within distribution network, managing distributor turnover due to underperformance, expense of hiring full time sales management team, and gaining access to key customer targets. Tom Ferro, President/CEO of Global Orthopedic Network, Inc., is pleased to introduce a unique business model that addresses these challenges.

“The GO Network” employs a “Pull-Through” sales/distribution model versus the typically employed “Push-Through” model historically employed by companies in the orthopedic arena. The “Pull-Through” model provides much greater empowerment to start-up companies versus the “Push-Through” approach during commercialization. Global Orthopedic Network’s formula employs three components: highly experienced sales management team with extensive worldwide surgeon relationships that drives demand, access to a proven, global, turnkey distribution network with their own strong surgeon relationships, and a Global Surgeon Advisory Board representing all regions of the globe that can be accessed to help formulate specific-country market entry strategies.

Additionally, besides offering greater market access and penetration, the Global Orthopedic Network offers significant P & L leverage that is especially important in a tight capital environment. If you would like to explore our business model further, please visit our website at www.globalorthopedicnetwork.com or call Tom Ferro at 732-865-5983.