

Press Release

ATLANTIC THERAPEUTICS APPOINTS GORDIE NYE AS CHAIRMAN

Galway, UK, 26th July, 2017 –The medical device firm [Atlantic Therapeutics](#), focused on treating conditions of the pelvic floor and surrounding tissues, has appointed Gordie Nye as its Chairman.

After working with Gillette and Reebok, Gordie Nye forged his career as a CEO and Director of venture and private equity-backed medical device start-ups and buyouts. Of particular note are A-Company Orthodontics, Critikon and ZELTIQ Aesthetics, all of which saw excellent returns for investors. Nye is currently CEO of R2 Dermatology, a start-up that is set to commercialise a Harvard University technology – familiar territory for Nye who did the same at ZELTIQ, the maker of CoolSculpting, arguably the most valuable device company in the Aesthetics industry.

Atlantic Therapeutics CEO Steve Atkinson previously teamed up with Nye at ZELTIQ and Critikon. Atkinson says: "I am delighted Gordie has joined Atlantic Therapeutics as Chairman. His involvement is an endorsement of the huge potential for INNOVO®, and Gordie's expertise in marketing medical devices to consumers will be invaluable to management as we strive to build value for our company and investors."

Nye says, "Typically resulting in incontinence and/or poor sexual health, a weak pelvic floor adversely affects the dignity, social life, and relationships of millions of people. Few conditions are so widespread yet poorly served by the healthcare industry. Surgery is a last resort, and conservative treatments in this category typically involve internally inserted devices that can be embarrassing and are unpleasant to use. INNOVO® is safe, effective, wearable, and is an embarrassment-free device to restore pelvic floor strength. As Chairman of Atlantic Therapeutics, I look forward to working with Steve and his team to achieve widespread adoption of INNOVO®."

About Atlantic Therapeutics

Atlantic Therapeutics develops professional and consumer medical devices, related software, apps and connected health technologies to treat all types of incontinence, sexual health dysfunctions, and other associated disorders by strengthening muscles and modulating nerves of the pelvic floor. INNOVO® from Atlantic Therapeutics is a unique, externally applied, patented CE device that delivers a safe, clinically effective and comfortable therapy to treat reversible clinical conditions associated with pelvic floor weakness in the comfort of the user's own home. Learn more at: <http://www.restorethefloor.com/>

About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. With over EUR 850 million under management, six IPOs and 22 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

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