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News Release

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Urovalve, Inc. appoints Martin M. Coyne II, former Kodak EVP, as Senior Business Advisor

Company's *Surinate*® Bladder Management System is designed to allow men with a urinary retention condition to keep their secret to themselves

NEWARK, N.J., May 28, 2009—[Urovalve](#) announced today that it has appointed **Martin M. Coyne II** as Senior Business Advisor to the Company's CEO and board of directors, effective immediately.

Mr. Coyne, as Executive Vice President of Eastman Kodak Company, headed the Commercial Photography Group, responsible for \$9 billion in sales, 27,000 employees, and 70% of total Kodak earnings.

He left Kodak after 18 years to pursue his interests in leadership development and effective board governance. He has served as Chairman of the Board of Welch Allyn, a leading manufacturer of diagnostic medical devices, and is Lead Director of Akamai Corporation, a leading Internet services company. He has served on the Executive Committee of the board of AdvaMed (Advanced Medical Technology Association), the leading industry advocacy organization for medical devices.

Mr. Coyne holds a B.S. degree in Pharmacy from Fordham University, an M.B.A. from Fairleigh Dickinson University, and is a graduate of the Advanced Management Program at the Wharton School of Business.

“In addition to his diversified business experience at Eastman Kodak, Marty has extensive experience in the healthcare industry both at Kodak and Sterling Drug. He held numerous management roles in sales, sales training, advertising, marketing, international marketing and business development, as well as general management,” said [Harvey D. Homan, Ph.D.](#), President and CEO of Urovalve. “On behalf of Urovalve's directors, we enthusiastically welcome Marty to our Company.”

Urovalve's [Surinate](#)® **Bladder Management System** is designed to remain in the urethra for up to a 30-day cycle, and is an alternative to the frequent insertions and removals of conventional urinary catheter devices—numerous times a day. The Surinate® intraurethral valved catheter leaves no tubes or other materials outside the body, such as a urine-collection bag, and enables the individual to control voiding of urine from his bladder by using a magnetized-valve control.

(more)

The valved system is designed to greatly reduce the chance of urinary infection and allows unobtrusive operation and lifestyle normalcy. The ability to avoid infection, especially of the hospital-related type, is a huge money-saving-incentive for the healthcare system.

Urovalve expects to begin a pilot study this year of its **Surinate[®] Bladder Management System**—designed to improve the quality of life of men who suffer from acute *or* chronic **urinary retention**, an inability to empty the bladder caused by obstruction of the urethra.

[Urovalve, Inc.](http://www.urovalve.com) (www.urovalve.com) is a privately held company located in the Enterprise Development Center at NJIT in Newark, New Jersey. The company develops superior medical devices to address problems associated with urinary flow and control.

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