Cleveland, Oh, August 1 2012 - **genae**, a leading **Contract Research Organization** (CRO) and **service provider** for the **medical device industries**, today announced the appointment of Dr. Marco Costa and Dr. Hiram Grando Bezerra as Core Lab Directors.

In their role, Dr. Costa and Dr. Bezerra will be responsible for the liaison with the study sponsors, the presentation at investigator meetings and the design and quality control & assurance of the image analysis processes.

Dr. Costa: “Joining genae represents a unique opportunity to leverage our multi-modality imaging expertise in the context of providing high quality services to the medical industries and optimize their resources for imaging selection and analysis planning”.

“Today, the vast imaging portfolio provides unprecedented options, but also technical challenges on planning for device investigation research. We offer the most comprehensive imaging portfolio, with expertise in both the invasive and non-invasive field”, said Dr. Bezerra.

“We are pleased and fortuned to be able to welcome Marco and Hiram, two pioneers in Intravascular Ultrasound, Optical Coherence Tomography (OCT), Computed Tomography Angiography (CTA) and Cardiac Magnetic Resonance Imaging (MRI) analysis for both heart and vascular clinical trials”, said Bart Segers, CEO of genae. “We believe that their extensive clinical and research expertise in general and in medical image analysis in specific lifts the genae core laboratories to an unsurpassed level of clinical insight and regulatory and safety compliance. The appointment further illustrates our ambition to become the number one CRO

for medical devices".

About Dr. Costa

Marco A. Costa, MD, PhD, FACC, FSCAI - is Director of the Interventional Cardiovascular Center and Director of the Research and Innovation Center, Harrington Heart & Vascular Institute, University Hospitals Case Medical Center. He is a Professor of Medicine at Case Western Reserve University. He received his MD from Federal University of Minas Gerais, Brazil and his PhD in Interventional Cardiology from Erasmus University, Rotterdam, The Netherlands. Dr. Costa completed fellowships in Basic Science, Vascular Medicine at the Cleveland Clinic Foundation, and Interventional Cardiology at FelícioRocho Hospital, Brazil and Erasmus University, Rotterdam, The Netherlands. He was a Staff Cardiologist and Director of Interventional Cardiology Research at the Institute Dante Pazzanese de Cardiologia, São Paulo, Brazil and was later named Director of Research, Associate Professor of Medicine with Tenure, and Director, Cardiovascular Imaging Core Laboratories at the University of Florida.

About Dr. Bezerra

Hiram Grando Bezerra, MD, PhD – is a joint faculty member at the Department of Radiology and Cardiovascular Medicine as Assistant Professor of Medicine and Radiology at Case Western Reserve University. He is the Medical Director of the Cardiovascular Imaging Core Laboratories at University Hospitals Case Medical Center. Dr. Bezerra received his MD from the School of Medicine of the Santa Casa de Vitoria, Vitoria, Brazil. He subsequently completed postgraduate fellowships in internal medicine, cardiovascular medicine and interventional cardiology at the University of Sao Paulo Heart Institute (INCOR). Dr. Bezerra completed his PhD in cardiovascular imaging at the University of Sao Paulo. After having led an interventional program for five years at the Sao Camilo Hospital in Sao Paulo, he moved to Boston-MA for a fellowship in the emerging field of cardiac CT and MRI at the Massachusetts General Hospital, Harvard Medical School, one of the most active and recognized programs in advanced cardiac imaging.

About genae

genae is a full service CRO and an innovative services provider for the medical industries and

aims at improving health and quality of life by innovating and accelerating high quality research. The group is ISO 9001 certified for Clinical Trial Management, Core Laboratories and Additional Services for the Medical Industries.

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