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# Press Release

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FOR IMMEDIATE RELEASE

## **AVANCEN MOD CORPORATION ANNOUNCES NEW CHIEF EXECUTIVE OFFICER AND NEW BOARD MEMBER**

**Mount Pleasant, SC** (November 2, 2011) – Avancen MOD Corporation announced today the addition of two key members to their corporate team. Steve Seide has accepted the position of Chief Executive Officer and David Weiner has accepted a seat on the Avancen Board of Directors. Ned Buffington, former CEO for Avancen will be assuming the responsibilities of Chief Operating Officer.

Mr. Seide, a veteran in the healthcare field, will take over all day-to-day sales and marketing functions. “The addition of Steve to our team is critical to meeting our aggressive growth goals,” said Buffington. “Steve’s experience, work ethic and enthusiasm give us a winning trifecta – one we need to take this company and our product the next level”.

Seide has served in a variety of leadership roles within healthcare manufacturing sales and distribution. Before joining Avancen MOD Corporation, Mr. Seide was the National Vice President of Sales for Cardinal Health (Columbus, OH).

New Board Member David Weiner has been an accomplished leader in the healthcare field for over 30 years, having served as the President/CEO of Children's Hospital Medical Center (Boston, MA) for 24 years.

Weiner is currently a consultant to hospitals and non-profit institutions and is an accomplished lecturer (Harvard Medical School and Harvard Business School) and served as an Adjunct Professor of Health Policy at the Heller Graduate School for Social Policy and Management (Brandeis University, Waltham, MA). In addition to Avancen MOD Corporation, Mr. Weiner is a Fellow of the American College of Health Care Executives and serves on several non-profit and corporate advisory boards.

**About Avancen <http://www.avancen.com>**

Avancen MOD Corporation is a South Carolina based corporation specializing in the development of new medical devices to improve patient care at the bedside. The Company's premier product, Medication on Demand (MOD®) is the only FDA-approved bedside device for as-needed oral pain medications.

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