FOR IMMEDIATE RELEASE

ZIERING MEDICAL IS SECOND PRACTICE TO OFFER REVOLUTIONARY ARTAS SYSTEM TO PATIENTS IN UNITED STATES

The Latest in Hair Restoration Technology Set to Arrive in Beverly Hills Practice This Month

Los Angeles, CA – October 17, 2011 – Ziering Medical Worldwide, a private practice dedicated exclusively to the specialty of hair restoration, today announced that they will be the first to bring the ground-breaking ARTAS™ System to Los Angeles. The ARTAS System is the first and only FDA cleared, physician controlled, interactive, computer assisted technology that allows safe and effective follicular unit extraction (FUE). The ARTAS System was developed in close collaboration with several leading hair restoration physicians to enable minimally invasive harvesting of hair follicles.

"My entire practice is committed to helping patients with various degrees of hair loss and providing them with state-of-the-art options that are very safe and effective," commented Craig L. Ziering, D.O., FAOCD, Founder and Medical Director for Ziering Medical Worldwide. "The ARTAS System is an excellent solution to hair loss that is less invasive, offers a quicker recovery time and natural permanent results."

"The ARTAS System adds to Ziering Medical's tradition of offering break-through treatments for hair loss for the benefit of patients," said Jim McCollum, President and Chief Executive Officer, Restoration Robotics, Inc. "We are proud to have him as the first adopter to the LA market."

Hair Loss By The Numbers

According to the International Society of Hair Restoration Surgery (ISHRS)[1], at least 35 million men in the United States are affected by male pattern baldness or androgenetic alopecia. By age 50, approximately 50% of men will experience some degree of appreciable hair loss. Approximately one in four men suffer from male pattern baldness (MPB), which has psychological, professional and social consequences for these patients, such as:

- 68% of men feel helpless about their hair loss
- 73% of balding men feel they are less attractive than they were when they had hair[2]
- 77% of balding men would feel very or somewhat concerned if they were in their 20s, just starting their career and experiencing hair loss[3]

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[1] International Society of Hair Restoration Surgeons (ISHRS) website. http://www.ishrs.org/hair-loss/hair-loss-male.htm. Accessed April 11, 2011.

[2] *Journal of the American Academy of Dermatology*

[3] ISHRS 2006 Consumer Hair Loss Survey

Hair restoration moves healthy, functioning follicles to the areas of the patient's scalp most impacted by baldness for more dramatic results. New hair continues to grow over the course of a full year, resulting in a gradual change in the patient's appearance over time. Hair restoration is the only permanent solution for hair loss.

About Ziering Medical Worldwide

Headquartered in Los Angeles, California, Ziering Medical Worldwide serves as the industry leader for hair restoration and transplants with numerous upscale surgery centers and consult destinations. Internationally recognized for his leadership and contributions to new innovations and studies in hair restoration, Dr. Ziering has practiced exclusively in his field for over 20 years. Dr. Ziering and his team of professionals have worked with world famous clientele and appeared on "Extreme Makeover," "The Today Show," and many cosmetic medicine programs. Learn more about Ziering Medical's continuing advancements in microsurgical technology as well as numerous non-surgical options for hair restoration at www.zieringmedical.com.

About Restoration Robotics

Restoration Robotics, Inc., a privately held medical device company, is dedicated to revolutionizing the field of hair transplantation by developing and commercializing its state-of-the-art image-guided ARTAS™ System. This interactive, computer assisted system uses image guided technology to enhance the quality of hair follicle harvesting for the benefit of physicians and their patients. To learn more about the ARTAS System and its unique technology, visit www.artashair.com. To learn more about hair loss and restoration, please visit the International Society of Hair Restoration Surgeons (ISHRS) at www.ishrs.org.

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