



LEADING HEALTH INSURER, HIGHMARK INC. TO COVER SPIRACUR'S SNaP WOUND CARE SYSTEM

SUNNYVALE, Calif. and PITTSBURGH, Penn. – April 12, 2011 – [Spiracur Inc.](#), the developer of an ultraportable and disposable negative pressure wound therapy (NPWT) device, and [Highmark Inc.](#), one of Pennsylvania's leading health insurers, today announced new coverage for the [SNaP® Wound Care System](#) and related supplies.

"In order to be a leader in today's competitive health care marketplace, you must have the ability to offer innovative products and services," said [Kenneth R. Melani](#), M.D., president and CEO, Highmark Inc. "Innovation is a top priority at Highmark and we're focused on providing our customers with unique and creative solutions to meet their health care needs. The SNaP Wound Care System is a prime example of an innovative approach that will greatly benefit Highmark members suffering from diabetes, circulatory problems and many other conditions."

Highmark is an independent licensee of the Blue Cross and Blue Shield Association offering a variety of indemnity and managed care health insurance products, along with consumer-driven health plans and Medicare supplemental products in western Pennsylvania, central Pennsylvania and the Lehigh Valley.

"We are thrilled that Highmark has elected to provide coverage for our SNaP System for treatment of patients suffering from chronic wounds," said [Gary Restani](#), president and CEO, Spiracur. "As more payers continue to offer coverage for our groundbreaking device, the multitude of patients suffering from chronic wounds will have access to a small delivery system that is not only proven to be effective, but is completely silent during the healing process, thereby improving patients' quality of life."

Spiracur's SNaP Wound Care System (Smart Negative Pressure) is changing the approach of how wound healing is delivered to patients. Its inventive design eliminates the electric or battery powered pump used to deliver NPWT. The SNaP System is completely silent and lightweight, weighing only 2.2 ounces. In addition, the device is discreet and can easily fit under a patient's clothing, which may result in significantly improved patient acceptance and compliance of the therapy.

About Highmark Inc.

As one of the leading health insurers in Pennsylvania, Highmark Inc.'s mission is "to be the leading health and wellness company in the communities we serve." Based in Pittsburgh, Highmark serves 4.5 million people through the company's health care benefits business. Highmark contributes millions of dollars to help keep quality health care programs affordable and to support community-based programs that work to improve people's health. The company provides the resources to give its members a greater hand in their health. Highmark is an

independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. For more information, visit www.highmark.com.

About Spiracur Inc.

Spiracur Inc., headquartered in Sunnyvale, Calif., is a privately held medical device company focused on the development of innovative wound healing technologies. Spiracur was founded out of the Stanford Biodesign Innovation Program in 2007. Its first product, the SNaP Wound Care System, is the result of patient and clinician feedback that current negative pressure wound therapies were too cumbersome. The SNaP Wound Care System was cleared by the U.S. Food & Drug Administration (FDA) in August 2009 in a new therapy category the FDA has defined as “non-powered” NPWT devices, and the company obtained CE Mark approval for the device in December 2010. The SNaP Wound Care System is indicated for patients who would benefit from a suction device for wound healing and further indicated for removal of small amounts of exudate (fluid) from chronic, acute, traumatic, subacute and dehisced wounds, as well as ulcers (such as diabetic or pressure), and surgically closed incisions. Spiracur strives to develop products that truly focus on patient care. For more information, please visit <http://www.spiracur.com>.

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Media Contacts:

John McDermott
For Highmark
412.544.8247
john.mcdermott@highmark.com

Amy Cook
For Spiracur
925.552.7893
amycook@amcpublicrelations.com

Investor Contact

For Spiracur
Steve Van Dick
408.701.5300
svandick@spiracur.com