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Spiration, Inc. Names Nancy Hill Vice President, Marketing to Strengthen Market Development and Global Product Commercialization Initiatives

REDMOND, Wash.--(BUSINESS WIRE)--Spiration, Inc., a developer of novel medical technology designed to benefit patients with severe and chronic conditions of the lung, announced today the appointment of Nancy Hill as Vice President of Marketing.

Hill joins Spiration, Inc. with more than 16 years of sales and marketing experience in the biotechnology and pharmaceutical industries, focused on unique early-stage and commercialized products in a wide variety of therapeutic areas. At Spiration, Hill will manage all aspects of the company's marketing, commercialization and business development efforts.

"Nancy's strategic healthcare marketing expertise and her proven track record in implementing successful market and product development programs will enable her to make an immediate impact on the goals of our company," said Rick Shea, President and Chief Executive Officer of Spiration, Inc. "Her strong market planning, pricing and reimbursement strategy background will further enhance our ability to bring innovative lung therapies to market."

Nancy comes to Spiration from the successful marketing consulting firm she founded, Zaltana Strategies, LLC which focused on commercialization strategy, business development support and product launch planning for growing biopharmaceutical companies.

Prior to starting her own firm, Nancy held executive marketing positions with Amgen, Berlex Laboratories (now Bayer HealthCare) and Immunex Corporation (now Amgen). As Vice President of Marketing for the Oncology Business Unit of Berlex Laboratories, Nancy led oncology product marketing, strategy and spearheaded long-term portfolio planning. She also held a key leadership role in the international strategic planning for a novel product in late-stage development.

Prior to Berlex, Nancy worked for Immunex as Senior Director of Oncology Marketing and was responsible for both marketed and pipeline products in a variety of therapeutic areas. In addition, she spent seven years at Amgen in a number of commercial positions formulating long-term strategic business plans for pre-market products, securing favorable reimbursement post-product launch and managing channel strategies. Hill started her healthcare career in sales at Lederle Laboratories.

Hill holds an MBA from the Kellogg School of Management, Northwestern University, and a BA in business administration from the University of Washington.