



Integra LifeSciences Launches New Corporate Identity

New Brand Identity Focuses on the Company's Commitment to Limit Uncertainty for the Surgeon

PLAINSBORO, N.J., Oct. 14, 2010 (GLOBE NEWSWIRE) -- [Integra LifeSciences Holdings Corporation](#) (Nasdaq:IART) announced that it will officially unveil its new corporate identity at the 2010 Congress of Neurological Surgeons Annual Meeting, October 16-21, San Francisco, California. Integra's new brand identity is designed to communicate the company's mission to limit uncertainty for surgeons, so they can concentrate on providing the best patient care.

"Integra has grown and evolved significantly since its founding over 20 years ago, and we felt it was the right time to realign our corporate image to clearly reflect our company," said Stuart Essig, President and CEO. "We initiated our company-wide rebranding project well over a year ago, which included extensive research with hundreds of surgeons and customers."

The research findings revealed key issues that led to changes in both brand strategy and positioning, with the intent to make Integra's brand more relevant to today's surgeon. "This was one of the most exciting projects I've been involved in since I joined the company. It unearthed a wealth of information about our business, including what's most critical to today's busy surgeons. It helped us develop our new corporate identity, which better communicates our commitment to help surgeons limit uncertainty," added Mr. Essig. "To that end, we are dedicated to making our products and processes simpler, continuing to involve surgeons in new product development, and having the best trained professionals, who can anticipate our customers' needs in a timely manner."

Integra's new logo and visual identity are designed to unify the entire company and better leverage its broad portfolio of medical devices and surgical instruments. Its new look includes an unsteady stack of green blocks, to symbolize the uncertainty surgeons face every day. The new "Limit Uncertainty" theme line highlights Integra's promise to focus on limiting uncertainty for its customers, so they can concentrate on their most important work. The company has implemented its new identity throughout the business, including its marketing materials and website, www.integralife.com. Integra engaged North Carolina-based brand development company [Stealing Share](#), Inc. to help with its rebranding efforts.

Founded in 1989, Integra has grown into a world leader in medical devices. Its orthopedic products include devices and implants for spine, foot and ankle, hand and wrist, tendon and peripheral nerve protection and repair, and wound repair. Integra is a leader in neurosurgery, offering a broad portfolio of implants, devices, instruments and systems used in neurosurgery, neuromonitoring, neurotrauma, and related critical care. In the United States, Integra is a leading provider of surgical instruments to hospitals, surgery centers and alternate care sites, including physician and dental offices.

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from predicted or expected results. In addition, the economic, competitive, governmental, technological and other factors identified under the heading "Risk Factors" included in Item 1A of Integra's Annual Report on Form 10-K for the year ended December 31, 2009 and information contained in subsequent filings with the Securities and Exchange Commission could affect actual results.

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