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SMART SURFACES APPOINTS NEW CEO

The Board of Directors hired Boston-Area technology management and marketing executive, David W. Bertoni, as CEO – founder Tim Moutafis will assume role of President and CTO.

Somerville, MA – October 4, 2010 – The Board of Director for Smart Surfaces, Inc., a Boston-area medical device development company, announced that it has hired David W. Bertoni as CEO.

Tim Moutafis founded the company in 2006, and filed a patent for air-powered cylinders — he called "rolling diaphragms" — that cradle the body and eliminate the pressure points between skin and mattress that cause pressure ulcers. Technical development continued for the next few years funded mainly by Mr. Moutafis. When Smart Surfaces was awarded a *Fast Lane Award* from the Massachusetts Medical Device Development Center (M2D2), the board of directors and Mr. Moutafis selected Mr. Bertoni to be the CEO, who was already part of the team, to accelerate the development and commercialization schedule for the technology.

Dave Bertoni was chosen for his experience in commercialization of high-tech products, and a record of hands-on business development of rapid growth companies in the biomedical, technology space. Mr. Bertoni was the Founder of a New England marketing and management services company, MarketSp@ce. In the past ten years, MarketSp@ce has helped a variety of New England firms bring medical technology products to market. Prior to that, he was in charge of international product marketing for Salomon, the at the company's global headquarters in Annecy, France.

"Dave and Tim form a strong pair," said Chairman Josh Tolkoff. "Dave has broad business background and experience bringing products like this to market, and Tim has proven he can lead the engineering of medical devices from conception to manufacturing."

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