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TEXAS BACK INSTITUTE APPOINTS NEW CEO

Murata founder Michael Franz comes full circle to lead group that once treated him

PLANO, Texas (April 21, 2008) – Texas Back Institute, the nation’s largest multispecialty spine clinic, has named Michael Franz chief executive officer. Mr. Franz officially assumed the post on January 1, 2008. Established more than 30 years ago, Texas Back Institute became the first center of its kind dedicated to the study and application of spinal arthroplasty.

“Mike’s aggressive approach and track record in growing businesses both domestically and internationally perfectly align with our goals,” said Dr. Richard D. Guyer, spine surgeon and president of Texas Back Institute Physician Association. “Mike is a key component in making sure we stay focused on innovating the neck and spine field while bringing the best possible care to TBI patients.”

In 1982, Franz founded Texas-based Murata Business Systems, which developed into a \$264 million company in its first 48 months of operation. Thirteen years later, Franz moved to what currently is known as Sprint Nextel where he held numerous positions, including president of Sprint Wholesale, a business unit he started and grew to \$1.2 billion in 24 months, and chief of staff of the long distance division. His last assignment at the company was as president of Sprint Business where he was responsible for the \$6 billion, 8,000-person organization that provided voice and data communication products and services to all long distance division customers.

During his years in Texas, Franz had personal experience with Texas Back Institute. After a 1990 injury left him paralyzed, surgeons at TBI performed an 11-hour operation, stabilizing his severely fractured spine. Franz spent nearly three months at a rehabilitation facility and made a full recovery within a year.

“I entered the world of paraplegia and was very lucky to walk out of it,” Franz said. “While my time and effort at the rehab facility was critical, I believe my recovery started with the surgery that the Texas Back Institute doctors performed. I was fortunate that I had access to leading-edge, world-class spine surgeons right here in Dallas.”

Texas Back Institute's surgeons have pioneered artificial disk replacement techniques, including leading the FDA study for the first artificial disk. In March 2000, Texas Back Institute performed the first artificial disk spinal surgery and today has performed more artificial disk replacements than any other institute in North America. TBI also houses robust physical therapy, pain management and chiropractic practices and has grown to serve more than 12,000 patients per year across seven North Texas and Arizona locations.

Franz has been very involved with spinal cord causes since his accident, serving on the boards of Texas Back Institute Research Foundation, Dallas Rehabilitation Institute, and National Paralysis Foundation. With his new position at TBI, he notes, "I have come full circle and am joining the group whose efforts essentially gave me my life back. I am honored and committed to help take Texas Back Institute to the next level."

Franz graduated from Santa Clara University with a bachelor of arts in general humanities and a master's of business administration.

About Texas Back Institute

Texas Back Institute, one of the largest freestanding multispecialty spine clinics in the United States, was established in 1977 and provides comprehensive medical care for back and neck pain. Texas Back Institute is a back care leader specializing in spinal arthroplasty, minimally invasive spine surgery, degenerative disk disease and spinal deformation. As an academic health care organization, Texas Back Institute has trained hundreds of physicians, scientists and allied health professionals. Its research institution employs state-of-the-art technology and is involved in many clinical trials, including artificial discs. Texas Back Institute's professional staff includes board-certified spine surgeons, general surgeons, internists, physiatrists, pain specialists, exercise physiologists, and a team of physical and occupational therapists. Texas Back Institute has locations in Dallas, Denton, Fort Worth, Mansfield, McKinney, Plano, Rockwall, Trophy Club and Wichita Falls, Tyler, Odessa, Texas, and Phoenix and Gilbert, Arizona. For more information, visit www.texasback.com.

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