



Client Services: 1-877-767-3338

Fax: 1-866-919-9268

Email: hello@kevinrootmedical.com

Web: www.kevinrootmedical.com

July 2020

Dear Valued Clients,

It is with great excitement that the Kevin Orthopedic Institute announces the acquisition of Root Lab, the original functional orthotic laboratory established by Dr. Merton Root - the father of podiatry.

Kevin Orthopedic Institute and Root Lab will be merging to form a new brand - KevinRoot Medical.



The late Dr. Root is the inventor of the functional foot orthotic. He developed the thermo-molded functional orthotic and introduced a variety of technologies over decades. He also wrote the seminal books used to teach biomechanics to podiatrists around the world. His books *Biomechanical Examination of the Foot* and *Normal and Abnormal Function of the Foot* have been translated into several languages and continue to be instrumental by changing lives for millions of people worldwide.

Root Technology is at the core of what makes Root so special. Dr. Root's son, Jeff Root joined Root Lab in 1982 and has worked with engineers over the years to develop automated manufacturing technology that's made the Root Functional Orthotic the gold standard for podiatrists worldwide. Functional cast balancing, precision anatomical landmarks and biomechanical standards built into the manufacturing lab process make the difference for extraordinary patient outcomes.

Jeff Root and his team are merging together with us. Jeff is now the President of KevinRoot Medical and will be leading the team as we roll out new technologies to help you change the lives of your patients with extraordinary outcomes.

As a valued client of Kevin Orthopedic Institute, you will not only enjoy our expanded technology, services and product portfolios, but now will have access to even better technology, expanded support service and rapid turn around.



Client Services: 1-877-767-3338

Fax: 1-866-919-9268

Email: hello@kevinrootmedical.com

Web: www.kevinrootmedical.com

New products and services include:

- The Richie Brace AFO portfolio
- Orthotic Sandals
- iPad and iPhone scanning technology
- Custom labeled orthoses and OTC products

Beyond the benefits of our merger and the challenges that 2020 has brought to all of us with the global pandemic - our intention for the remainder of 2020 is to support our clients with the same great service and care you're familiar with and to evolve our partnership to better serve your patients.

Thanks for being the best part of our company!

In great partnership,

A handwritten signature in black ink that reads 'Kevin B. Rosenbloom'. The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Kevin B. Rosenbloom
KevinRoot Medical
CEO & Medical Director