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**SIENTRA NAMES THREE PLASTIC SURGERY MARKET VETERANS TO
MANAGEMENT TEAM**

***Three Former INAMED Executives Bring Over 55 Years Combined Experience in
Plastic Surgery and Medical Device Markets***

SANTA BARBARA, Calif. (April 19, 2007) -- Sientra Inc., a specialty medical device company focused on plastic surgery and aesthetics medicine, today announced the appointment of several key executives to its management team.

- JoAnn Kuhne named Vice President, Regulatory & Clinical Affairs
- Dan Carlisle named Vice President, Product Technology & Manufacturing
- Deborah Bettencourt named Vice President, Corporate Administration

“JoAnn, Dan and Debbie are seasoned industry executives with proven track records in their respective areas of expertise,” Hani Zeini, Sientra’s Founder and Chief Executive Officer, said. “I have had the opportunity and privilege to work with each of them at INAMED and am confident that they will have an immediate impact on the business as we execute on our plans to make Sientra a leader in the Plastic Surgery and Aesthetics marketplace.”

With over twenty years of global regulatory and clinical experience, JoAnn Kuhne has held positions of progressively increased responsibilities in the medical device industry, most recently with a focus on breast implants. She has spent over fifteen years in management positions including Senior Director, Regulatory & Clinical Affairs at INAMED Corporation where she was instrumental in the company’s efforts to obtain PMA approval in the United States for Silicone gel breast implants. In addition, she was responsible for overseeing all product line submissions. Prior to her career at INAMED, Ms. Kuhne held senior regulatory and clinical positions with direct responsibility for regulatory approvals at Medtronic PS Medical, Smith and Nephew Orthopedics and Intermedics Orthopedics.

Dan Carlisle brings over twenty years of innovative product design and development experience as well as technical expertise in the aesthetic/surgical market. Most recently Mr. Carlisle was Senior Director, Technical Marketing at INAMED Corporation where he was responsible for refining and improving new products for the global aesthetic

market. Additionally, he served as Director of the internationally-recognized INAMED Academy, a global education and training platform for surgeons. Before INAMED, Mr. Carlisle held management positions of increasing responsibility at Silimed and McGhan Medical.

With expertise in information technology and administration, Deborah Bettencourt brings more than fifteen years of experience to Sientra. She was most recently Director of Information Technology at INAMED Corporation where she was responsible for the development and support of global IT services. Ms. Bettencourt also brings a track record of experience in global enterprise planning, manufacturing facility construction and business integration. During her time at INAMED, Ms. Bettencourt held several management positions of increased responsibility.

About Sientra, Inc.

Headquartered in Santa Barbara CA, Sientra is a medical device company focused on developing and marketing a broad portfolio of products aimed at the fast growing plastic surgery and aesthetics market.

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