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For Immediate Release

Pretty Cool!

**DEL REY SINUS & ALLERGY INSTITUTE AMONG FIRST CLINICS IN THE U.S. TO
USE BREAKTHROUGH, NON-INVASIVE NASAL DEVICE**

***ClariFix Technology Freezes Irritated Nasal Tissue for Long-Lasting Relief of
Rhinitis Symptoms, Runny Nose, and Congestion***

Marina Del Rey, Calif. – December 21, 2017 – Using the latest advances of technique and equipment that make otolaryngology (ear, nose and throat) procedures safer and more effective, Del Rey Sinus & Allergy Institute is participating in the first, limited release of the innovative ClariFix nasal device. Proven effective to reduce symptoms of chronic rhinitis (CR), the ClariFix device freezes irritated nasal tissue to provide rapid and long-lasting relief of symptoms including allergic reaction, sneezing, nasal itch, congestion and runny nose. The Marina Del Rey and Bakersfield locations of Del Rey Sinus & Allergy Institute feature ClariFix devices, which are made by the United States company Arrinex. The announcement was made today by Farhad Sigari, MD, FACS, a board-certified otolaryngologist and founder of Del Rey MD, the parent of Del Rey Sinus & Allergy Institute.

“We seek the best possible outcomes for our patients, and when there is a significant, proven advance that allows us to give better results with lower risk and downtime, we will quickly adopt it,” said Dr. Sigari. “With this in-office, non-invasive solution, we can provide relief that’s truly superior to medical treatments. I’m honored to be part of the first release of the ClariFix device.”

ClariFix is a cryosurgical tool that was recently cleared by the U.S. Food and Drug Administration, and is currently in use by fewer than two dozen ENT doctors in the

country. This device is also the only instrument to have been cleared by the FDA for chronic rhinitis. Dr. Sigari one of very few physicians outside the university setting to use the device in California.

Procedures using the ClariFix device may be performed in the office, with local or topical anesthesia. A typical treatment takes around 30 minutes, and has been shown to significantly decrease runny nose and congestion symptoms.

Rhinitis, or inflammation of the nasal membrane, affects around 25 million people, and causes blockage of nasal passages and overproduction of mucus. For patients whose rhinitis causes severe congestion or other conditions, it can lead to disruption of sleep and serious health consequences. Rhinitis may be resistant to medical treatment such as nasal sprays, drops, and pills, which can become ineffective as patients build immunity. In severe cases, patients may require surgery.

The ClariFix device allows the physician to deliver cryotherapy to the back of the patient's nose using a tiny balloon that is attached to the end of a wand. Freezing destroys and shrinks the inflamed tissue, providing lasting symptom relief in the patient.

About Del Rey MD

Comprised of Del Rey ENT Associates, Del Rey Sinus & Allergy Institute, and Del Rey Aesthetics Center, Del Rey MD is an advanced otolaryngology medical practice. Del Rey MD offers a full range of advanced medical services to treat conditions of the head, neck and skin. The medical group offers the latest techniques and technology to deliver patients an unparalleled level of care, with exceptional service. The physicians of Del Rey MD are board-certified surgeons and Fellows of the American College of Surgeons. The practice was founded by Farhad Sigari, MD, FACS, a graduate of University of San Diego and Chicago Medical School, where he also completed surgical internship and residency. The clinics' areas of expertise include: sinusitis and sinus surgery including balloon sinus dilation; head and neck plastic surgery; snoring and sleep apnea; ear and hearing disorders including aviation and dive medicine; allergy and immunotherapy; head, neck and throat oncology; facial feminization surgery, microdermabrasion, facial masks and contouring and many other surgical and non-surgical treatments. Known for its adoption of the most innovative and advanced techniques, Del Rey MD draws patients from California, across the United States and foreign countries. Offices are located in Marina Del Rey and Bakersfield, California. For more information, visit www.delreymd.com.

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