



Rockwell Medical, Inc. Appoints New Vice President, Marketing

December 3, 2018

WIXOM, Mich., Dec. 3, 2018 /PRNewswire/ -- Rockwell Medical, Inc. (NASDAQ: RMTI) (the "Company" or "Rockwell Medical") today announced that Charlie Shiner has been appointed Vice President, Marketing, effective immediately. Mr. Shiner will report to Stuart Paul, President & Chief Executive Officer of the Company.

Mr. Shiner joins Rockwell Medical from Otsuka Pharmaceuticals, Ltd., a global pharmaceuticals company focused on the development and marketing of products for the diagnosis and treatment of diseases related to the central nervous system, oncology, gastroenterology, ophthalmology and cardiovascular areas. He most recently served as the marketing franchise leader for Otsuka's renal portfolio, where he successfully launched Otsuka's new therapeutic Jynarque and managed other key renal therapeutics. Previously, he held the roles of Director and Senior Product Manager, Digital Marketing at Otsuka America Pharmaceuticals. In these roles, Mr. Shiner was responsible for the digital marketing of cardio-renal products across applicable professional and consumer channels. Earlier in his career, Mr. Shiner spent 11 years at Pfizer, Inc. where among other roles, he worked to identify and execute upon strategic opportunities for Pfizer's clinical treatments within hospital accounts across the United States. Mr. Shiner holds a B.S. in Business Administration from the University of California, Riverside and an M.B.A from Northern Illinois University.

Mr. Paul stated, "We are pleased to welcome Charlie, a seasoned marketing professional, to Rockwell Medical. This is a pivotal time for our Company as we prepare for the U.S. commercial launch of Dialysate Triferic in the first half of 2019, and we are fortunate to have someone of Charlie's caliber now on board leading our marketing efforts. Charlie has a deep understanding of the renal space and the expertise needed to develop an effective marketing plan that will enable Rockwell Medical to realize the full value of Triferic, as well as, reach physicians and patients across the U.S."

Mr. Shiner said, "Given my marketing experience in the renal industry, I was drawn to Rockwell Medical, because of the significant potential of Dialysate Triferic and IV Triferic to positively impact patients in the dialysis community and global anemia market. I am energized by the opportunity to work alongside Stuart and the team to realize the full potential of the Company's products."

About Rockwell Medical, Inc.

Rockwell Medical is a biopharmaceutical company targeting end-stage renal disease (ESRD) and chronic kidney disease (CKD). Rockwell Medical's exclusive renal drug therapies support disease management initiatives to improve the quality of life and care of dialysis patients and are intended to deliver safe and effective therapy, while decreasing drug administration costs and improving patient convenience. Rockwell Medical's anemia drug Triferic is the only FDA-approved product indicated for iron replacement and maintenance of hemoglobin in hemodialysis patients. Rockwell's FDA approved generic drug Calcitriol (active vitamin D) is for treating secondary hyperparathyroidism in patients undergoing chronic renal dialysis. Rockwell Medical is also an established manufacturer, supplier and leader in delivering high-quality hemodialysis concentrates/dialysates (used to maintain human life by removing toxins and replacing critical nutrients in the dialysis patient's bloodstream) to dialysis providers and distributors in the U.S. and abroad. Please visit www.rockwellmed.com for more information.

Forward-Looking Statement

Certain statements in this press release may constitute "forward-looking statements" within the meaning of the federal securities laws, including, but not limited to, Rockwell's intention to bring to market Triferic, IV Triferic and Calcitriol. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "could," "plan," "potential," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While Rockwell believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward-looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties (including, without limitation, those set forth in Rockwell's SEC filings), many of which are beyond our control and subject to change. Actual results could be materially different. Risks and uncertainties include: statements about the timing and success of our planned NDA submission for IV Triferic; the potential market opportunity for IV Triferic and other Rockwell products; pricing and reimbursement status for IV Triferic, Triferic and other Rockwell products, including eligibility for add-on reimbursement under TDAPA; liquidity and capital resources; expected duration of Rockwell Medical's existing working capital; plans and timing relating to the planned commercialization of Triferic; and timing and success of our efforts to renegotiate economic terms of our concentrate business. Rockwell expressly disclaims any obligation to update or alter any statements whether as a result of new information, future events or otherwise, except as required by law.

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