



## Sientra Announces Chief Financial Officer Transition

Appoints Patrick F. Williams as Chief Financial Officer

**Santa Barbara, CA – October 27, 2016** – Sientra, Inc. (NASDAQ: SIEN), a medical aesthetics company, today announced that Patrick F. Williams has been appointed Chief Financial Officer, Senior Vice President, and Treasurer, effective immediately. Mr. Williams brings with him nearly 20 years of financial management experience and public company experience. He succeeds Matthew Pigeon, who is stepping down from his role as Chief Financial Officer and Senior Vice President to pursue other opportunities.

Jeffrey Nugent, Chairman and Chief Executive Officer of Sientra, said, "Sientra is approaching a major inflection point in our business as we transition through our precision launch, establish uninterrupted manufacturing supply, and approach a period of strong growth. Patrick's executive leadership and corporate finance experience in the medical device arena and specifically in aesthetics recently as SVP and CFO of ZELTIQ, make him well equipped to help guide Sientra through this period and beyond. In previous roles, his contributions were integral in leading companies through the same magnitude of growth that we intend to achieve moving forward. We expect his contributions across finance, operations, and corporate development to be vital in executing our near and long term corporate objectives."

Mr. Nugent continued, "I would also like to thank Matt for his dedication to Sientra and for his valuable contributions in his nearly six years with the Company. We wish him the best in his future endeavors."

Mr. Williams said, "I am incredibly excited to join Sientra. The company has an outstanding opportunity to leverage its industry leading clinical data, differentiated products, strong relationships with board certified plastic surgeons and diversifying offering to evolve into a world class aesthetics organization. I look forward to working with the team to accomplish this objective."

Most recently, Mr. Williams served as Senior Vice President and Chief Financial Officer at ZELTIQ Aesthetics, (NASDAQ: ZLTQ) a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology platform. Mr. Williams was at ZELTIQ for approximately four years and was responsible for executive management of the finance and investor relations functions, development of the worldwide budget and forecast, and implementation of necessary infrastructure changes to support top-line growth and operating margin expansion. Prior to ZELTIQ, Mr. Williams served as Vice President of Strategy and Investor Relations, and Vice President of Finance and Investor Relations at NuVasive, a medical device company focused on developing minimally invasive surgical products for the spine. Mr. Williams currently serves on the Board of Directors of Miramar Labs, a medical device company that markets miraDRY®, a system designed for the treatment for hyperhidrosis.

Mr. Williams received an MBA in Finance and Management from San Diego State University and a Bachelor of Arts in Economics from University of California, San Diego.

### **About Sientra**

Headquartered in Santa Barbara, California, Sientra is a medical aesthetics company committed to making a difference in patients' lives by enhancing their body image, growing their self-esteem and restoring their confidence. The Company was founded to provide greater choice to board-certified plastic surgeons and patients in need of medical aesthetics products. The Company has developed a broad portfolio of products with technologically differentiated characteristics, supported by independent laboratory testing and strong clinical trial outcomes. The Company sells its breast implants and breast tissue expanders exclusively to board-certified and board-admissible plastic surgeons and tailors its customer service offerings to their specific needs. The Company also offers a range of other aesthetic and specialty products including bioCorneum®, the professional choice in scar management.

### **Forward- looking statements**

*This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, based on management's current assumptions and expectations of future events and trends, which affect or may affect the Company's business, strategy, operations or financial performance, and actual results may differ materially from those expressed or implied in such*

statements due to numerous risks and uncertainties. Forward-looking statements include, but are not limited to, statements regarding expected growth and the the Company's intention to achieve a certain magnitude of growth in the future. Such statements are subject to risks and uncertainties, including the Company's inability to achieve and sustain growth at anticipated levels. Additional factors that could cause actual results to differ materially from those contemplated in this press release can be found in the Risk Factors section of Sientra's most recently filed Quarterly Report on Form 10-Q and and its Annual Report on Form 10-K for the year ended December 31, 2015 which Sientra filed with the Securities and Exchange Commission on March 10, 2016. All statements other than statements of historical fact are forward-looking statements. The words "believe," "may," "might," "could," "will," "aim," "estimate," "continue," "anticipate," "intend," "expect," "plan," or the negative of those terms, and similar expressions that convey uncertainty of future events or outcomes are intended to identify forward-looking statements. Forward-looking statements speak only as of the date they were made, and, except to the extent required by law, the Company undertakes no obligation to update or review any forward-looking statement.

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