



Cutera Launching New Commercial Team to Support Consumable Product Offering

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BRISBANE, Calif., Jan. 04, 2018 (GLOBE NEWSWIRE) -- Cutera, Inc. (Nasdaq:CUTR) ("Cutera" or the "Company"), a leading provider of laser and energy-based aesthetic systems for practitioners worldwide, today announces the creation of a new commercial organization dedicated to supporting the Company's consumable products for procedures performed in physicians' practices. Currently, Cutera offers a consumable handpiece for use with the truSculpt® 3D body sculpting system. Cutera intends to announce additional products with a consumable element supported by this new team in the days ahead.

"We are pleased to make this investment in support for our customers. Given the phenomenal adoption of our truSculpt® 3D platform, as well as other soon-to-be announced product offerings, it is imperative that we start recruiting now. We have been crafting the role and function of this organization for months with the advice of several industry experts. Building and supporting our consumable revenue model is a strategic goal for the Company as we move into 2018 and beyond," said James Reinstein, President and CEO of Cutera, Inc.

To further support physicians using the Company's consumable technology, Cutera is also announcing the launch of a new customer support portal called CAMPSite™. This new portal provides doctors and their staff important material necessary to develop their practices and train their personnel. Additionally CAMPSite will provide internal and external marketing programs to support physicians' ability to generate patient awareness about their practices and their new Cutera offerings. CAMPSite will be an additional support resource to MyCutera™, Cutera's current customer portal.

According to the Global Medical Aesthetics Market Analysis, industry revenue is expected to reach \$26.5 billion by 2024. With this expansion, consumer demand for treatments and procedures will continue to rise, creating the need for new and improved technology. Said Mr. Reinstein, "Cutera looks forward to partnering and supporting our existing and new physician customers, offering quality devices that deliver results to their patients."

For more information about Cutera, specifically their consumable revenue products, please visit www.Cutera.com.

About Cutera

Brisbane, California-based Cutera is a leading provider of laser and other energy-based aesthetic systems for practitioners worldwide. Since 1998, Cutera has been developing innovative, easy-to-use products that enable physicians and other qualified practitioners to offer safe and effective aesthetic treatments to their patients. For more information, call 1-888-4CUTERA or visit www.cutera.com.

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