



## **ASX/MEDIA RELEASE**

### **Appointment of Director**

**SYDNEY 1 March 2010:** Leading Australian developer and manufacturer of prosthetic implants and medical devices, Advanced Surgical Design and Manufacture Limited ("ASDM") (ASX: AMT) today announced the appointment of Mr. John O'Meara as Non-Executive Director of the Company.

Mr. O'Meara is a seasoned strategy and project manager with expertise in strategic planning and the execution of large scale, complex and deadline dependent projects. He has held a series of senior leadership roles in Optus Pty Limited, including the Chief Operating Officer of one of Optus' start-up companies. During his career he has held a number of senior management roles in both Australia and the UK. While in the United Kingdom Mr. O'Meara held technical management roles with National Westminster Bank and the British Broadcasting Corporation.

ASDM's Chairman, Mr. Peter Kazacos said, "The appointment of Mr. O'Meara strengthens our strategic, operational and project related experience of the Board and will assist ASDM as it seeks to scale up the manufacturing of the Total Active Knee to continue the growth of sales and facilitate the rollout of the Peripheral Access Device."

#### **Contact Details: Company**

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### **ABOUT ADVANCED SURGICAL DESIGN AND MANUFACTURE**

ASDM designs and manufactures medical devices. Its principal product is the Active Knee, a prosthetic implant of which more than 4,000 have been implanted. This product is supported by a range of Orthopaedic accessories and surgical tools and other Orthopaedic products.

ASDM provides a highly effective integrated service to surgeons building on its strengths in design and engineering. Core capabilities that underpin this service are integrated design and engineering, regulatory/compliance competency, manufacturing, distribution and customer service.

The company has built an extensive patent and product development portfolio through collaborative research relationships with universities, companies and surgeon inventors that extends beyond orthopaedics. These collaborations are yielding promising projects in several specialities with strong prospects for commercialisation over the next few years.

**For more information, please visit [www.asdm.com.au](http://www.asdm.com.au)**

