



ASX/MEDIA RELEASE

Establishes direct presence in Europe

SYDNEY 19 May 2010: Leading Australian developer and manufacturer of prosthetic implants and medical devices, Advanced Surgical Design and Manufacture Limited ("ASDM") (ASX: AMT) today announced that it has signed a Memorandum of Understanding with its distributor in the United Kingdom which will allow ASDM to trade directly into the UK and Europe.

Under the terms of the transaction ASDM will gain control of the distributor in the United Kingdom and its distribution contracts for the region.

Dr Roger CEO & Managing Director of ASDM said, "We have been working in conjunction with our colleagues in the UK for over 4 years and with our growth initiatives taking shape it is the right time for ASDM to have direct representation in the region."

Mr Dennis Hodgetts, Managing Director of ASDM's UK distributor said, "We are committed to the Active Total Knee Replacement (TKR) System and believe that under this structure we will be able to deliver other innovations to this market along with the excellent surgeon-friendly instrumentation and implants currently in use."

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

