



## ASX/MEDIA RELEASE

### MAJOR NEW REVENUE OPPORTUNITIES

**SYDNEY 20 September, 2010** - Australian medical device company, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced the commencement of a number of new and significant initiatives in growing revenue and bottom line profits.

ASDM's primary product, the Active Total Knee Replacement has been the kernel to increasing sales and profitability over the past few years. In signalling a major effort to increase sales and profitability, ASDM's go forward strategy will be to dramatically extend its product offerings and to compliment the Company's core product. New and highly profitable product offerings will be marketed directly through the Company's well established, national and international sales team to its growing network of Orthopaedic relationships.

New implantable orthopaedic medical device offerings will leverage the Company's existing cost base and offer new and innovative product to the market.

Importantly and with immediate effect, the Company is undertaking a strategic review of its research and development projects. The particular focus of this review will be to grow the long term prospects of the company and to deliver major, longer term opportunities for shareholder return. Accordingly, a number of existing R&D projects including the Company's PAD Device for HELP Treatment have been returned to manufacturing only, in accordance with our exclusive manufacturing agreement, whilst the review is completed.

ASDM Director Mr Michael Spooner has been engaged as a consultant to assist management with immediate sales growth initiatives and to undertake a strategic review of the Company's long term R&D strategy.

"ASDM has a great and proven product in its artificial knee. We've built an experienced, national sales team and we're ideally positioned to dramatically expand sales and profitability. We have the reputation, resource and market reach." Mr Spooner said. "I'm particularly excited with the prospect of working closely with Dr Roger and the team to comprehensively review ASDM's long term R&D strategy. We have a fantastic opportunity to turn our focus to a number of new and exciting technologies. In doing so, we will seek to position the Company for a bright and hopefully significant future."

In addition, the Company announced that it intended to establish a number of new initiatives specifically focused on market and investor relations.

ASDM's CEO and Managing Director Dr Greg Roger said, "We've built a great reputation over the past 16 years and we've hit our sales targets in a tough market. It's time now to really leverage our position in the market and seek to dramatically expand our sales and raise our profit. We want to bring our shareholders with us during this exciting period and will therefore look toward a number of new initiatives to actively engage capital markets and in particular our shareholders."

### **Contact Details: Company**

Dr Greg Roger – Chief Executive Officer and Managing Director

Advanced Surgical Design & Manufacture Limited

[Greg.Roger@asdm.com.au](mailto:Greg.Roger@asdm.com.au)

T: 61 2 9439 4448

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

ASDM designs, manufactures and distributes medical devices. Its principal product is the Active Knee, a prosthetic implant of which more than 4,500 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)**