



## ASX/MEDIA RELEASE

### NEW DISTRIBUTION AGREEMENT BROADENS MARKET

*New product range further extends ASDM's key business strategy  
Parcus Medical LLC a leader in sports injury products*

**SYDNEY 4 NOVEMBER, 2010** - Australian medical device company, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced that it had entered into a new and exclusive Australian distribution agreement with innovative US surgical solutions company, Parcus Medical Inc.

In announcing the agreement, CEO Dr Greg Roger said "ASDM is firmly focused on substantially increasing our sales and profitability. We have a quality sales and marketing team. Parcus Medical solutions for sports injury procedures, fits our business strategy and will add to our product range and instrument sets."

ASDM estimates that the market opportunity in Australia is excess of 20,000 surgical procedures annually. Importantly, these procedures are performed by ASDM's key customer base which include surgeons, public and private hospitals.

"We're building a portfolio of high quality products. Partnering with Parcus Medical continues this process. These products are complementary to our range of artificial knees and sports medicine solutions. We now have a range which includes soft tissue anchors that provide surgeons with more choices for their patients' needs." Dr Roger said.

Parcus Medical's VP, Sales & Marketing, Mr Bart Bracy said, "We're very pleased to be working with ASDM. We are confident that as we grow our product offerings our relationship with ASDM will translate into significant market share in Australia."

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

ASDM is Australia's largest manufacturer of orthopaedic medical devices. Our focus is to deliver exceptional service. Our goal is to build a large and highly profitable medical technology company.

Our principal product is the Active Knee, a prosthetic implant which has been implanted in over 4,500 people globally. Our active sales and technical support reach covers Australia, US, and Europe.

We also exclusively distribute, Permedica S.p.A., ArthroSurface Inc, Geistlich AG and Parcus Medical LLC implantable orthopaedic devices, accessories and surgical instruments.

ASDM provides a highly effective integrated service to surgeons building on its strengths in design and engineering.

The company continues to build upon its extensive patent and product development portfolio. We have extensive research relationships with universities, companies and surgeon inventors. Our partnerships are building innovative products which will deliver significant shareholder wealth.

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