



ASX/MEDIA RELEASE

APPOINTS NATIONAL SALES MANAGER

SYDNEY 14 FEBRUARY, 2011 – Australia's largest manufacturer of orthopaedic devices, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced the appointment of Ms Jenny Swain as National Sales Manager.

During the last quarter of 2010 ASDM announced its commitment to increase the product offering to orthopaedic surgeons and dramatically expand sales and profits. Ms Swain's appointment is crucial to the rollout and success of this commitment.

Prior to the ASDM appointment, Ms Swain spent 10 years with LifeHealthcare driving the growth of the Orthopaedic sales division as National Sales Manager. She has worked for local and multi-national organisations on a National and State level in large joint as well as small joint procedures. Having a strong background in theatres she has developed strong and respected relationships with surgeons not only in Australia but also internationally.

Dr Greg Roger CEO said: "We're delighted to have secured the services of such an experienced and well respected industry professional. Jenny's experience in developing and leading a National sales team is critical to driving the sales strategy of ASDM and we are already seeing the benefits of her experience and relationships. Added to this is Jenny's extensive product knowledge of ArthroSurface, resulting in excellent traction in this product category with a range of new customers."

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ABOUT ADVANCED SURGICAL DESIGN AND MANUFACTURE

ASDM is Australia's largest manufacturer of orthopaedic 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 Total Knee, which has significantly improved the quality of life for 5,000 people globally. Our sales and technical support reach covers Australia, the United States and Europe.

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

ASDM is a high quality organisation which provides a professional and effective integrated service to surgeons.

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 www.asdm.com.au