



ASX/MEDIA RELEASE

COMPLETES STRATEGIC REVIEW

- **Michael Spooner resigns as a Director**
- **Core product sales up 28% for the 7 months to January 2011**

SYDNEY 16 FEBRUARY, 2011 – Australia’s largest manufacturer of orthopaedic devices, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced the completion of its strategic review. Michael Spooner has stepped down from the board to devote more time to his many other commitments after having assisted with the strategic review of ASDM over the past 4 months.

Resulting from this review, ASDM has made significant investment in new product lines and recruitment of sales personnel. The benefits of this investment are evident with core product sales growth of 28% for the 7 months to January 2011.

Dr Greg Roger CEO said: “The Board appreciates the efforts of Mr Spooner and wish him well for the future. The execution of the initiatives of the strategic review is well underway. Our recent appointment of Ms Jenny Swain as the National Sales Manager and the growth in sales is delivering on our commitment to make ASDM a large and profitable medical device company. We continue to see traction and new sales channels develop from our recent distributor relationships.”

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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, US, 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.