



## ASX/MEDIA RELEASE

### ASDM ENTERS THE \$250M AUSTRALIAN SPINAL MARKET WITH GLOBAL BRAND

**SYDNEY 20 SEPTEMBER, 2011** - Australian medical device company, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced that it had entered into a new distribution agreement with Orthofix Spinal Implants, an indirect subsidiary of Orthofix International N.V. (NASDAQ: OFIX)."

ASDM has been appointed exclusive Australian distributor for the full range of Orthofix's spinal products. Orthofix Spine solutions are currently used by a number of surgeons in Australia providing a ready market to drive opportunities for growth.

ASDM's CEO and Managing Director Dr Greg Roger said, "We're excited with this appointment. The Orthofix Spine range opens up additional sales opportunities. Importantly, Orthofix has a first class product and an established user base of Australian surgeons, and has invested significantly in the past two years to create the next generation of spinal products. These are ready to be released to the Australian market early in 2012.

Our clear strategy is to rapidly and profitably grow our business by offering a comprehensive product range and outstanding service to a growing population of orthopaedic surgeons. This appointment is a further step towards implementing ASDM's strategy of being a preferred distributor in Australia for world leading companies."

Ken Mack, Vice President of Global Development for Orthofix Spinal Implants stated, "We're pleased to enter into this new partnership with ASDM and look forward to seeing our exposure to the Australian market grow rapidly. ASDM has a great reputation in the market and our decision and business agreement with ASDM is further evidence of our commitment to be customer focused, patient driven and always responsive."

#### **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 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 6,500 people globally. Our sales and technical support reach covers Australia, US, and Europe.

We also exclusively distribute 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, please visit [www.asdm.com.au](http://www.asdm.com.au)**

### About Orthofix

Orthofix International, N.V. is a global medical device company offering a broad line of minimally invasive surgical and non-surgical products for the spine, orthopaedic, and sports medicine market sectors, that address the lifelong bone-and-joint health needs of patients of all ages - helping them achieve a more active and mobile lifestyle.

Orthofix's products are widely distributed around the world to orthopaedic surgeons and patients via Orthofix's sales representatives and its subsidiaries, and via collaborations with other leading orthopaedic product companies.

In addition, Orthofix is collaborating and investing in R&D activities with leading medical institutions such as the Musculoskeletal Transplant Foundation, the Orthopaedic Research and Education Foundation, The University of Medicine and Dentistry of New Jersey and the National Osteoporosis Institute. For more information about Orthofix, please visit [www.orthofix.com](http://www.orthofix.com).

Orthofix International N.V.  
Brian McCollum, 214-937-2927  
[brianmccollum@orthofix.com](mailto:brianmccollum@orthofix.com)