



ASX/MEDIA RELEASE

APPOINTS DIRECTOR

SYDNEY 22 November, 2011 - Leading Australian medical device company, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced the appointment of Mr. Peter Welsh as a Director of the Company.

Peter Welsh has 43 years experience in the medical device and health care industry. The last 28 years directly involved with orthopaedics.

He was the first NSW distributor for Richards Medical Company, now part of the Smith and Nephew group, selling orthopaedic implants and arthroscopy products.

Peter also set up Knee Developments Australia - KDA. This company was the manufacturer and worldwide distributor for ACL products. KDA became the market leader in ACL implants and instruments with sales in many countries around the world. It was sold to Dyonics, a subsidiary of Smith and Nephew.

ASDM's Chairman, Mr. Peter Kazacos said, "The appointment of Mr. Welsh strengthens the knowledge in all aspects of the orthopaedic industry and will be a great asset to ASDM and assist us as we continue to transform ourselves into a strong and profitable medical device company."

Contact Details: Company

Dr Greg Roger – Chief Executive Officer and Managing Director
Advanced Surgical Design & Manufacture Limited

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 Orthofix Inc, 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