



## ASX/MEDIA RELEASE

### **Executive Management Changes Establishes a Clinical Advisory Committee**

**SYDNEY 26 March, 2012** - Leading Australian medical device company, Advanced Surgical Design and Manufacture Limited (ASDM) (ASX: AMT), today announced that Dr Greg Roger will not be extending his term as Chief Executive Officer of ASDM.

Accordingly, ASDM has appointed Tom Milicevic as acting Chief Executive Officer with immediate effect. Mr Milicevic has 20 years' financial management experience. He held senior finance roles with a number of ASX listed companies, including Babcock & Brown Limited, Avantogen Limited and Cochlear Limited before joining ASDM in 2007 as Chief Financial Officer. His skills in strategic development and implementation as well as financial and management reporting added to his knowledge of the ASDM business developed over the past 4 years will serve the Company well in his expanded role.

Dr Greg Roger will resign as a director but will establish and lead a Clinical Advisory Committee thus ensuring continued involvement in the evaluation and development of new products within ASDM. Greg Roger said: "ASDM is well advanced in transforming itself into a strong and profitable medical device company. Consequently, having been involved for 20 years I believe the time is right to step aside and use my clinical expertise to develop the Clinical Advisory Committee."

To assist Mr Milicevic in his new role Mr Peter Welsh will assume the role of Managing Director. Peter Welsh, who became a Director in November, has 43 years' experience in the medical device and health care industry with the last 28 years being directly involved in orthopaedics.

ASDM's Chairman, Mr. Peter Kazacos said, "Dr Roger founded ASDM in 1994, and the Company's principal product, the Active Total Knee, which has a clinical history approaching 20 years of demonstrating excellent patient outcomes. The management team that has developed following ASX listing in 2007 is in place to further the transformation from essentially a one product manufacturer and distributor to a medical technology company selling a broad range of orthopaedic devices."

#### **Contact Details: Company**

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

We also exclusively distribute Orthofix Inc, Small Bone Innovations, 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](http://www.asdm.com.au)**