



FACSIMILE TRANSMITTAL SHEET

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RE: ASDM EXPANDS PRODUCT PORTFOLIO	

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ASX/MEDIA RELEASE

ASDM EXPANDS PRODUCT PORTFOLIO

SYDNEY 16 FEBRUARY, 2012 - 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 Small Bones Innovations APAC, an indirect subsidiary of Small Bones Innovations, Inc ("SBI").

ASDM has been appointed exclusive Australian distributor for the full range of SBI's products which cover the elbow, wrist, hand and foot also including the STAR Total Ankle replacement. SBI product offerings are currently used by a number of surgeons in Australia providing a ready market to drive immediate revenue and opportunities for growth.

ASDM's CEO and Managing Director Dr Greg Roger said, "We're excited with this appointment. The Small Bone Innovation range further enhances the product offering in this market segment. Our clear strategy has been to acquire world class products to grow our business by offering a comprehensive product range and outstanding service to a growing population of orthopaedic surgeons. This appointment is further evidence of the success in implementing ASDM's strategy of being a preferred distributor in Australia for world leading companies."

Shawn Huxel, General Manager Small Bones Innovations APAC 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, with a strong and experience sales team. 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

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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 7,000 people globally. Our sales and technical support reach covers Australia, US, and Europe.

We also exclusively distribute Orthofix Spinal Implants, 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

About Small Bone Innovation

SBi is a vertically-integrated organisation with a complete product portfolio designed specifically for the small bone & joint surgeon. Our spectrum of arthroplasty, fixation, trauma and biologic solutions is rapidly achieving industry leadership. We continue to expand our new product pipeline with more than 40 devices and instruments to further augment these offerings. Our goal is to give surgeons and their patients the widest choice of proven treatment options.

SBi was formed in May 2004 by Anthony, John and Marc Viscogliosi, the Principals of Viscogliosi Brothers, LLC ("VB"). Alongside leading international surgeons, experienced industry management, and far-sighted private investors, VB created SBi as the first company to focus purely on small bone & joint science. By bringing together established companies, talented and experienced leaders and strong technologies, SBi now offers the broadest, most clinically proven small bone & joint portfolio of any company operating today.

For more information about Small Bone Innovations, please visit www.totalsmallbone.com

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