



ASX ANNOUNCEMENT

17 December 2015

US Commercial Launch of L-Dex® Underway

Brisbane, Australia - **ImpediMed Limited** (ASX: IPD) a leading provider of technology to measure, monitor and manage fluid status and body composition, announced today that it has commenced the full US commercial launch of L-Dex for lymphoedema.

Following a successful targeted launch and pilot program involving six cancer centres, ImpediMed is now expanding on its US commercial marketing activities, with the initial objective of establishing lymphoedema surveillance programmes for breast cancer patients in 50 of the top cancer centres in the United States over the next 12 months.

The sales team has now been scaled up and is supported by a clinical education team who will work with each strategically selected institution to implement a complete patient clinical care pathway which include assessments utilising ImpediMed's technology to detect subclinical lymphoedema. In addition, these teams will work to integrate L-Dex into the electronic medical records in anticipation of our expansion into other cancers.

In support of the national launch, ImpediMed is rebranding the company to better clarify its purpose of serving physicians and patients in lymphoedema as well as other disease states. The company has launched a marketing awareness campaign which initially consists of a new website, new web platform, and a robust patient, physician, and hospital enterprise system. This will educate both physicians and patients on the need for early detection of fluid burden. The current websites from l-dex.com, impedimed.com and impedimed.com.au have been consolidated into one new comprehensive platform. To support this, ImpediMed is launching a social media outreach program to patients and caregivers through Facebook, Google+, Twitter, LinkedIn and YouTube.

L-Dex will be featured at a number of upcoming conferences, beginning with the San Antonio Breast Symposium in December, and the first Cancer Survivorship Symposium in January 2016.

"The company is excited about its move into this critically important next stage of its journey - the commercial launch of L-Dex. With the recent inclusion of lymphoedema in guidelines by major US cancer organisations, we are one step closer in our objective of making L-Dex the standard of care in the clinical assessment of early stage lymphoedema. This launch also is the foundation from which we will expand into future indications," said Richard Carreon, Managing Director and CEO.

ImpediMed will provide updates on the adoption and sales in the US on a regular basis.

- ENDS -

Richard Carreon
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About ImpediMed

ImpediMed Limited is the world leader in the development and distribution of medical devices employing Bioimpedance Spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of fluid status. ImpediMed's primary product range consists of a number of medical devices that aid surgeons, oncologists, therapists and radiation oncologists in the clinical assessment of patients for the potential onset of secondary lymphoedema. Pre-operative clinical assessment in cancer survivors, before the onset of symptoms, may prevent the condition from becoming a lifelong management issue and thus improve the quality of life of the cancer survivor. ImpediMed has the first medical device with an FDA clearance in the United States to aid health care professionals clinically assess secondary unilateral lymphedema of the arm and leg in women and the leg in men.

For more information, visit: www.impedimed.com