



## ASX/MEDIA RELEASE

### **SIGNS DISTRIBUTION AGREEMENT WITH ARTHROSURFACE INC**

New Product, Extended Market and Improved Profit Opportunity

**SYDNEY 11 OCTOBER, 2010** - 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 specialist US orthopaedic company, ArthroSurface Inc.

ASDM has been appointed exclusive Australian distributor for the full range of ArthroSurface orthopaedic products. The ArthroSurface HemiCAP system is currently used by a growing number of surgeons in Australia for the treatment of localised cartilage lesions and defects in major joints.

ASDM's CEO and Managing Director Dr Greg Roger said, "We're excited with this appointment. The ArthroSurface products are extremely complimentary to our range of artificial knees. Importantly, ArthroSurface has a first class product and an established user base of Australian surgeons.

Our clear strategy is to very rapidly and profitably grow our business by offering a comprehensive product range and outstanding service to a growing population of orthopaedic surgeons."

ArthroSurface's Vice President, Sales & Marketing, Mr Lester Fehr said, "We're delighted to partner with ASDM and look forward to seeing our exposure to the Australian market grow rapidly. Bottom line, ASDM has a great reputation in the market and our decision and business commitment to ASDM is just a logical choice."

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

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## **ABOUT ADVANCED SURGICAL DESIGN AND MANUFACTURE**

ASDM designs, manufactures and distributes medical devices. Its principal product is the Active Knee, a prosthetic implant of which more than 4,500 have been implanted. This product is supported by a range of Orthopaedic accessories and surgical tools and other Orthopaedic products.

ASDM provides a highly effective integrated service to surgeons building on its strengths in design and engineering. Core capabilities that underpin this service are integrated design and engineering, regulatory/compliance competency, manufacturing, distribution and customer service.

The company has built an extensive patent and product development portfolio through collaborative research relationships with universities, companies and surgeon inventors that extends beyond orthopaedics. These collaborations are yielding promising projects in several specialities with strong prospects for commercialisation over the next few years.

**For more information, please visit [www.asdm.com.au](http://www.asdm.com.au)**

## **ABOUT ARTHROSURFACE Inc.**

Arthrosurface Inc was organized in 2002 to develop surgical alternatives for the treatment of orthopaedic joint disease. Arthrosurface's initial efforts have resulted in the development of a method to repair isolated articular cartilage defects and damage to major joints including the knees, hips, toes and shoulders using minimal access surgical procedures. The Company's first focus relates to the application of the technology to convex joint surfaces such as the condyles of the knee, the head of the shoulder, the ball of the hip and the great toe. Arthrosurface recently launched a system that can address lesions occurring in joints that have convex and concave curvatures namely the patello-femoral joint. The Company believes that its technology can also be adapted to repair concave surfaces such as the tibial plateau, glenoid, the socket of the hip and other joint surfaces.

