

## **PRESS RELEASE**

Ellex Medical Lasers Ltd (ASX:ELX)

Adelaide, Australia

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Topic: Appointment of New CEO



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Adelaide, Australia, 22 October 2008 - Ellex Medical Lasers Limited (ASX:ELX), a global leader in the design and manufacture of ophthalmic laser and ultrasound systems, announced today the appointment of Mr. Simon Luscombe as Group CEO, effective immediately. This follows the departure of Mr. Kevin McGuinness.

Mr. Luscombe has been promoted to the role of CEO from within the Ellex Group having successfully served as the General Manager of Ellex's Australian sales subsidiary, Ellex Australia, as well as Vice President of Sales, Asia. He has been with Ellex since 2005.

Mr. Luscombe has an outstanding track-record in sales and marketing within the ophthalmic industry. He has an extensive network of industry contacts and professional medical colleagues, with a grass roots knowledge of ophthalmology, having started his career as an ophthalmic technician. Mr. Luscombe commenced his sales career in 1995 with Alcon Australia. Following his promotion to Alcon's Sydney head office, he served in a variety of sales and marketing roles. In 2002 Mr. Luscombe was recruited by Advanced Medical Optics (AMO) in the position of National Sales Manager, where he was instrumental in growing critical market share for AMO.

During his time at Ellex, Mr. Luscombe has led the highly successful operation of Ellex Australia, consistently achieving strong performance in sales and profitability. Under his leadership, Ellex Australia has become a key and profitable asset of the Group.

"The Board has closely observed Simon's approach to business for some time and we strongly believe that he possesses both the skills and attributes needed to make a successful transition to his new role as CEO. We look forward to working with him to restructure the Company in order to achieve a strong foundation during these difficult economic times. Information on this restructure and the prospects of the Company going forward will be made available to shareholders closer to the Company's Annual General Meeting", commented Victor Previn, Ellex Chairman.

Mr. Kevin McGuinness joined Ellex in 2002 as Chief Financial Officer and was appointed to the role of CEO in June 2008. The Board wishes to acknowledge the valuable contribution that Mr. McGuinness made to the Company over the period of his employment.

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## **ABOUT ELLEX**

Ellex Medical Lasers Limited (ASX:ELX) designs, manufactures and sells a complete line of lasers and diagnostic ultrasound systems used by ophthalmologists to diagnose and treat eye diseases. With more than 14,000 systems delivered to the market, Ellex has evolved since 1985 from a manufacturing

company of primarily OEM products, to direct marketing of its own branded products through subsidiaries in the United States, Japan, Germany and Australia, and a network of distribution partners in more than 100 countries. In December 2006 Ellex acquired Innovative Imaging, a leading provider of diagnostic ultrasound devices for ophthalmology, initiating the expansion of its product line beyond lasers. Ellex maintains a strong emphasis on intellectual property and research into new and better treatments to manage and treat the leading causes of blindness.

For additional information about Ellex and its products, please visit [www.ellex.com](http://www.ellex.com).

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