PRESS RELEASE
Ellex Medical Lasers Ltd (ASX:ELX)
Adelaide, Australia
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Adelaide, Australia, 1 April 2009 – Ellex Medical Lasers Limited (ASX:ELX), a global leader in the design and manufacture of ophthalmic laser and ultrasound systems, today announced the appointment of John Edwards as General Manager of the Company’s Australian sales subsidiary, Ellex Australia.

Mr. Simon Luscombe, who previously held the position of General Manager, Ellex Australia, and was appointed Ellex CEO in October 2008, will focus on CEO responsibilities.

Mr. Edwards has amassed over four decades’ experience in the ophthalmic industry, commencing his career as an Optical Dispenser with OPSM. During his 28 years with OPSM, Mr. Edwards assumed a number of managerial roles, including Head of the Instruments Division, where he had an opportunity to work closely with ophthalmologists throughout Australia.

Mr. Edwards joined Alcon Laboratories in 1993 – the world’s largest ophthalmic company – as Surgical Sales Manager, Alcon Australia, before being appointed Divisional Manager, Surgical. In 2000, Mr. Edwards joined an Australian start-up company, ConceptVision, where he served as NSW Territory Manager, involved in the sales of intraocular lenses and a range of ophthalmic capital equipment.

Commenting on Mr. Edward’s appointment, Mr. Simon Luscombe, Ellex CEO, said “We are pleased to have John join Ellex. John has developed a grass roots knowledge of ophthalmology, which stems from his experience across every facet of the ophthalmic industry in Australia. We look forward to leveraging his expertise and outstanding track-record in sales to further cement Ellex Australia’s leading position in the market.”

Mr. Edwards resides in Northern Sydney and is based out of Ellex Australia’s Sydney office.

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 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.

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