

## ASX RELEASE

Ellex Medical Lasers Ltd (ASX:ELX)

Adelaide, Australia

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Release: Immediate

Topic: **Ellex Secures Additional Distribution Deal with CenterVue**



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**Adelaide, Australia, 3 November 2010:** Ellex Medical Lasers Limited (ASX:ELX), a global leader in ophthalmic laser and ultrasound technology, today announced that it has secured a second distribution deal with Italian-based CenterVue to market the DRS retinal camera in the United States. This follows the Company's recent announcement that it had secured distribution rights for CenterVue's MAIA™ fundus perimetry system in the United States and Australia.

A high-resolution digital camera, the DRS system uses an automated process to capture high-quality images of the retina with minimal operator involvement.

DRS is expected to open up new market segments for the Company in the United States, and will also broaden the Company's customer base to include optometrists, in addition to ophthalmologists.

"DRS is a perfect fit for our existing portfolio of retinal treatment lasers, as well as the recently-added MAIA fundus perimetry system. With the addition of the DRS system our customers will now be able to perform all facets of patient diagnosis in the management of retinal disease," commented Ellex CEO, Simon Luscombe.

Under the terms of the non-exclusive distribution agreement, Ellex will leverage its existing direct sales and distribution channels to sell the DRS retinal camera in the United States.

The Company expects DRS to generate high-volume sales, contributing significantly to increased growth during the 2011 financial year.

"Every optometric and retinal practice needs a retinal camera. Our well-established sales and marketing infrastructure in the United States will enable us to integrate the DRS into our sales mix immediately, and we are confident that this important new product addition will deliver improvements to our bottom line during the current financial year," said Mr. Luscombe.

The DRS distribution agreement marks another important step in Ellex's stated diversification strategy, which will see the Company broaden its product portfolio through a number of strategic partnerships and alliances for growth into the \$12 billion global ophthalmic market. It will also strengthen the Company's growing third-party distribution business, which generated revenues of approximately \$7 million in the 2010 financial year over and above sales of the Company's proprietary products and technologies.

DRS will be previewed at the Ellex exhibit #656 during the annual meeting of the American Academy of Optometry (AAO) in San Francisco from Thursday, 17 November 2010.

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## **ABOUT ELLEX**

Ellex Medical Lasers Limited (ASX:ELX) is a global leader in the design and manufacture of ophthalmic laser and ultrasound systems used by ophthalmologists to diagnose and treat eye disease. With more than 15,000 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 recent years, Ellex has diversified its product range beyond lasers and ultrasound equipment to include a number of third-party ophthalmic products.

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

## **ABOUT DRS**

DRS represents the new frontier of non-mydratic, digital retinal imaging. Featuring fully automated operation, DRS requires minimal operator training. Its compact, ergonomic design and low power flash help ensure patient comfort. The system is operated through an intuitive touch-screen interface, and supports single- or multi- field acquisition protocols. DRS was cleared for marketing in the United States by the US Food and Drug Administration (FDA) on 29 October 2010.

For additional information about the DRS, please visit [centervue.com/en/pages/drs](http://centervue.com/en/pages/drs)

## **ABOUT CENTERVUE**

CenterVue SpA is a profitable, Italian-based medical device manufacturer dedicated to developing new technologies to aid the early detection of many diseases. Collectively, the CenterVue team has more than 90 years' experience in the ophthalmic industry, and includes an in-house research team.

For additional information about CenterVue, please visit [centervue.com](http://centervue.com)

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