

ASX RELEASE

Ellex Medical Lasers Ltd (ASX:ELX)

Adelaide, Australia

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Topic: **Ellex Launches Innovative Medical Laser Technology onto Global Market**



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**Adelaide, Australia, 20 October 2011** – Ellex Medical Lasers Limited (ASX:ELX), a leader in ophthalmic laser and imaging technology, today announced that it will introduce an innovative laser platform for the treatment of retinal disease at the upcoming meeting of the American Academy of Ophthalmology (AAO).

Marketed as the Integre Pro™, the system is the first photocoagulation laser to offer customized configuration of multiple laser wavelengths in a fully integrated, laser/slit lamp (microscope) design. This advanced design will enable ophthalmologists to perform both diagnosis and treatment, and is the next evolution of the Company's existing Integre® laser platform.

"The Integre Pro is one of a kind," said Tom Spurling, Ellex CEO. "This intelligent platform enables physicians to take advantage of the full spectrum of retinal laser treatments in a fully integrated design, which is unique to Ellex."

Unlike competitive systems, which require the adaption of an external slit lamp microscope in order for the ophthalmologist to perform treatment, the Integre Pro™ has integrated the laser with the slit lamp microscope.

"Our unique, patented design allows physicians to both diagnose and treat retinal disease using the one system, saving the physician time and money – and giving us a considerable competitive advantage," said Mr. Spurling.

With the introduction of the Integre Pro™, the Company will look to bolster its share of the global retinal laser market. Increases in life expectancy rates and changes in lifestyle and diet continue to contribute to an increased incidence of retinal disease – offering growth potential for the Integre Pro™.

"Historically, our focus has been on the photodisruptor laser market for the treatment of secondary cataract. Whilst we have achieved significant success in this area, there is now an opportunity for us to leverage our engineering capabilities and global distribution network to target the larger, more profitable global retinal laser market," said Mr. Spurling.

Ellex will preview the new Integre Pro™ at the Ellex exhibit #2947 during the AAO in Orlando from 22 October 2011. Market release of the system will commence from 2012 onwards.

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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 distribution of a number of complementary third-party ophthalmic products.

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

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