

## PRESS RELEASE



Ellex Medical Lasers Ltd (ASX:ELX)

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### Appointment of Ellex's First Direct Salesperson in the United States

**Ellex Medical Lasers Ltd. (ASX:ELX)**, a world leading designer and manufacturer of laser systems for the ophthalmic industry, announced today the appointment of Timothy Broome as its first full-time employee sales representative in the United States. Mr. Broome is reporting to Bill Swaim, President of Ellex, Inc. (USA). Mr. Broome brings 20 years of ophthalmic laser sales experience and customer relationships to Ellex. During his career Mr. Broome has been recognized as a top producer in medical device sales and has achieved multiple honors as salesman of the year. In his new role with Ellex as Senior Territory Manager, Mr. Broome is responsible for Ellex lasers sales in Georgia and portions of the Southeast United States.

"With our Japan subsidiary now profitable, and our new retina lasers gaining acceptance in all markets, it is now time for Ellex to focus on establishing direct sales in the United States, the largest market for our products," commented Peter Falzon, Ellex CEO. "In the next three years, we expect to continue adding direct employee salespeople, while retaining our best performing independent sales agents, making sure that the transition enhances the profitability of the company each year."

Ellex, Inc. was established in Minneapolis in 1995 as Ellex's US subsidiary and has been selling Ellex products in the US through a network of independent sales representatives. Ellex, Inc. also provides technical service, marketing support and manages Ellex's distribution partners in Canada and Latin America.

The move to direct sales in the United States reflects the company's stated strategy to focus on the transition away from its historic reliance on OEM supply agreements to direct marketing of its own products. The transition to direct sales in the United States follows three years of investment in new products.

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### ABOUT ELLEX

Ellex Medical Lasers Ltd. (ASX:ELX) designs, manufactures and markets a complete line of lasers used by ophthalmologists to preserve vision and fight blindness. With more than 10,000 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 and Japan and a network of distribution partners in more than 50 countries. Ellex maintains a strong emphasis on intellectual property and research into new and better treatments to manage and treat the leading causes of blindness.



Visit [www.ellex.com](http://www.ellex.com) for additional information about Ellex and its products.

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