



Monday 23rd November, 2009

PRESS RELEASE

IMPEDIMED REAFFIRMS COMPANY GROWTH PROSPECTS

At today's AGM, Chief Executive Officer, Greg Brown announced to shareholders that the company's progress around its US targeted reimbursement program, was positioning the company strongly, and building the basis of an attractive long term and sustainable business model for shareholders.

Mr Brown said, 'The L-Dex[®] U400 is the only FDA cleared medical device available on the market today to aid medical providers in the clinical assessment of unilateral lymphoedema of the arm in female breast cancer patients. This clearance allows the technology to qualify for reimbursement for medical providers adopting practices targeted at prospective care models for cancer patients,' he added.

'This is a major step forward in the drive for the education and prevention of lymphoedema therefore assisting medical providers to diagnose and treat patients earlier to help prevent the progression of the disorder to irreversible stages,' Mr Brown added.

ImpediMed's Chairman, Mel Bridges was upbeat about the company's prospects for growth in the coming years, especially due to the progress being made around the public debate on prospective lymphoedema care and the building list of publications supporting the use of the L-Dex[®] technology for managing this important medical disorder in cancer patients.

'The company continues to target key cancer surgeons, oncologists and therapists throughout the world for helping to drive the change from a reactive care model to a pre-emptive care model for all cancer patients,' Mr Bridges said.

'We have received strong support from key US, European and Australian surgeons this year in relation to the adoption of ImpediMed's L-Dex[®] technology. The recent filing to the American Medical Association (AMA) of the application for a category one code was a major boost for increasing the chances of a successful code submission.

'With the building list of publications over the last twelve months, the body of evidence that supports the use of ImpediMed's Bioimpedance Spectroscopy (BIS) device for aiding in the clinical assessment of lymphoedema is significant. There is a wave of public debate right now in the US around lymphoedema management and the need for standardised objective metrics

driving evidence based medicine. Presently, ImpediMed has the only available FDA cleared device to help establish this requirement,' Mr Brown added.

Mr Brown went on to also say that the political debate in the US Senate at present is all around why advances in biomedical knowledge and technical innovation have not delivered marked improvements in health. There is a building debate that is focused on ensuring earlier adoption of new paradigms of care (like pre-emptive care) through the appropriate definition of evidence based medicine. It is argued that evidence based medicine is not limited to just randomised control studies. The debate in the Senate at present includes the need for consideration for the Sackett definition of evidence-based medicine. That is, 'evidence based medicine is the integration of best research evidence with clinical expertise and patient values', (Sackett, *et al* 2001). The present Senate debate could be a positive opportunity for advancing coverage for ImpediMed in the US.

The company update presentation to be delivered at today's AGM is also attached to this release.

To learn more, please visit www.impedimed.com

Greg Brown CEO +61- 408281127

Mel Bridges – Chairman +61- 413- 051-600

L-Dex[®] is a trademark of ImpediMed Limited.

“ L-Dex[®] values that lie outside the normal range may indicate the early signs of lymphoedema and values that have changed +10 L-Dex units from baseline may also indicate early lymphoedema. The L-Dex scale is a tool to assist in the clinical assessment of lymphoedema by a medical provider. The L-Dex scale is not intended to diagnose or predict lymphoedema of an extremity”.

About ImpediMed

ImpediMed Ltd. is the world leader in the development and distribution of medical devices employing Bioimpedance Spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of fluid status. ImpediMed's primary product range consists of a number of medical devices that aid surgeons, oncologists, therapists and radiation oncologists in the clinical assessment of patients for the potential onset of secondary lymphoedema. Pre-operative clinical assessment in breast cancer survivors, before the onset of symptoms, may prevent the condition from becoming a lifelong management issue and thus improve the quality of life of the cancer survivor. ImpediMed had the first medical device with an FDA clearance in the United States to aid health care professionals, clinically assess secondary lymphoedema of the arm in female breast cancer patients. For more information, visit. www.impedimed.com.