



18 October 2010

**ASX RELEASE**

**IMPEDIMED ANNOUNCES THREE MANAGEMENT CHANGES FOCUSING ON  
U.S. EXPANSION**

**APPOINTS NEW SENIOR VICE PRESIDENT SALES MARKETING NORTH  
AMERICA AND ADDITIONAL INTERNAL PROMOTIONS TO SENIOR VICE  
PRESIDENT BUSINESS DEVELOPMENT AND TO CHIEF FINANCIAL  
OFFICER**

ImpediMed CEO Greg Brown today announced the appointment of Bill Gearhart as the Company's Senior Vice President Sales and Marketing North America. Mr Gearhart's appointment represents an important expansion of the executive team toward the Company's goal to be the global leader in fluid status monitoring. Bill's successful experience leading the commercial expansion of medical devices, and particularly in the breast care market, will be a valuable resource for achieving our goal to secure wide-spread adoption of our L-Dex technology.

Mr Gearhart has an extensive track record in leading global marketing and corporate development efforts for medical device manufacturers in the radiology, cardiology and women's health markets. Most recently, Mr Gearhart served as Vice President, Global Marketing and Corporate Development for SenoRx, Inc. (NASDAQ: SENO), which was successful in the development, manufacture and sale of minimally invasive devices for the diagnosis and treatment of breast cancer. Bill was responsible for the leadership and implementation of all global strategic marketing, product development, clinical education, partnering & technology licensing and management of global sales forces. Involved since inception with SenoRx, Bill lead SenoRx's sales and marketing activities to over \$US 55 million until being acquired in July 2010. Bill's other notable experiences include Vice President, Sales and Marketing for Micro Therapeutics, InterVentional Technologies and Schneider USA, a division of Pfizer.

Mr Gearhart said, "Having observed the increase in physician acceptance of ImpediMed's L-Dex technology in the women's health market, I am impressed with its clinical and financial efficacy. I am pleased to have an opportunity to expand the benefit of this technology to those at risk of lymphoedema."

"Mr Gearhart's role in leading the sales and marketing effort for ImpediMed's L-Dex technology is a natural extension of his long-standing relationships with breast care surgeons throughout the United States, said Greg Brown, CEO. "I expect that Bill's reputation and involvement with solutions that help breast cancer

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survivors will carry over to ImpediMed's goal to help those at risk for lymphoedema."

The Company announced today the promotion of Jack Butler to Senior Vice President of Corporate Development responsible for business development and managed care contracting. Jack and his managed care team will continue to focus on our initiatives to establish a dominant position in key managed care markets and to win medical policy decisions supporting our CPT code strategy.

Jack has been a Vice President with ImpediMed for five years, leading both the managed care team as well as directing the field sales organization. Prior to joining ImpediMed, Jack served in leadership sales, marketing and business development positions with Digene Corporation and Roche Diagnostic Systems. "We look forward to Jack's continued contributions as he focuses on managed care relationships and advocacy programs in the U.S.", said Mr Brown.

Mr Brown also announced that Donald Myll has resigned as Chief Financial Officer to lead a healthcare care services opportunity in the U.S. "ImpediMed is well prepared to pursue the large growth opportunity in the U.S. lymphoedema market and Don has been a valuable catalyst to our preparedness".

ImpediMed also announced that Peggy Brooker has been promoted to Chief Financial Officer. Peggy joined ImpediMed in November 2009 serving as Vice President of Global Finance. Peggy's extensive experience in public accounting includes publicly traded companies in the financial services, manufacturing, retail and education industries. Prior to ImpediMed, Peggy was a partner with Ernst & Young in Southern California and a principal in Sydney Australia where she served as the working member of the Ernst & Young Global Financial Services Leadership Committee. In addition, Peggy spent several years in industry as the CFO of an insurance broker in Los Angeles, and the VP, Finance for an aerospace company.

## **ENDS**

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L-Dex<sup>®</sup> is a trademark of ImpediMed Limited.

“L-Dex<sup>®</sup> 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 has 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](http://www.impedimed.com)

### **About US Managed Care**

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<http://www.nlm.nih.gov/medlineplus/managedcare.html>