

Medical Australia Limited (ASX: MLA) appoints Dr Amy Crouch as National Veterinary Account Manager

Highlights

- **New appointment to lead strategic marketing of MLA's suite of regenerative animal stem cell technologies**
- **Role to promote awareness and educate on uses of superior alternative treatments**
- **Acceptance and use of regenerative medicine growing in Australia – can offer better outcomes than traditional treatments**

Sydney, 4 August 2014: Human and animal healthcare company Medical Australia Limited ("MLA", the "Company") is pleased to announce that it has appointed Dr Amy Crouch to the position of National Veterinary Account Manager in Australia. Dr Crouch will lead MLA's sales and marketing team in the Company's animal healthcare division here.

Dr Crouch brings a wealth of experience to this role, holding a Bachelor of Veterinary Science (Honours First Class) and a Bachelor of Science (Honours First Class), along with post-graduate qualifications in Healthcare and Management. Dr Crouch has worked as a veterinarian and has also undertaken research work.

The primary purpose of the role is to promote the range of proprietary regenerative stem cell, Platelet Rich Plasma (PRP) and nanofiber technologies that MLA owns or is licensed to distribute in Australia to the animal healthcare industry. Dr Crouch will also educate veterinarians and their support workers about how these technologies may be used in clinics to assist animals and their owners.

The Company considers that its innovative suite of offerings are a superior alternative to many existing treatments, most of which are designed to manage symptoms rather than address the root cause of a disease or condition. These technologies can also avoid some of the detrimental side effects often associated with drug treatments.

MLA is confident that with the appointment of Dr Crouch it can better educate veterinary practitioners in Australia about the benefits of these regenerative medicine stem cell treatment options and hence achieve greater acceptance and uptake.

Dr Crouch stated: "There is growing acknowledgement in mainstream use of regenerative therapies in the animal healthcare industry in Australia, and I am excited to be working with MLA to promote the outstanding range of technologies we have to veterinarians here.

"My role is not just to promote these technologies, but also to educate veterinarians and their support staff to help them incorporate regenerative medicine into their practices. The feedback I have had from practitioners who are already using these technologies has been extremely positive and bodes very well for the future.

"These treatments offer a valuable alternative to animals and their owners, as they address the root cause of an expanding range of diseases and conditions.

"I look forward to helping the veterinary community to achieve better outcomes for patients and clients through regenerative medicine."

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ABOUT MEDICAL AUSTRALIA LIMITED

Medical Australia Limited (ASX: MLA) is a human and animal healthcare company engaged in the manufacture, distribution and sale of a broad range of medical and veterinary devices used by healthcare facilities, critical care services and veterinarians in global markets.

Human Healthcare

The Company is a leader in Intravenous (IV) Medication Delivery Systems, Surgical Irrigation, Suction and Oxygen Therapy, Safety Sharps Collection and Reuse Prevention and specialised Diagnostic and Laboratory Equipment. Our products are used in three broad areas of healthcare: Human Health, Biological Collection and Processing & Laboratory, and also in Animal Health.

Animal Healthcare

Through the acquisition of MediVet Pty Ltd Medical Australia now has proprietary ownership of technology for regenerative medicine including stem cell therapy for domestic animals and the equine industry. Medical Australia's animal health business is now represented in major countries and regions such as Canada, USA, Great Britain, Continental Europe, Australia and the Asia Pacific Region, including a 60.5% interest in MediVet America LLC.