

RB MILESTONE GROUP 

eNewsletter January 18, 2012

IR Hot Topic:**5 Mistakes Businesses Make in Social Media and How to Avoid Them**

More and more businesses are realizing that they need to actively engage in social media if they hope to grow and sustain their company. Here are five of the most common mistakes made by businesses and how to avoid them.

1. Focus on Network Strengths.

Every major social network offers different strengths. Twitter is useful for getting out quick points; whether it's announcing a new client, promotions or company news. A well written blog can personalize your brand and when used properly, can be a powerful way of connecting with your audience. Facebook is great for sharing news and multi-media content, as well as, gaining valuable demographic information about your client base.

2. Balance

A large part in successfully engaging social networks for your brand is balance. People often wonder "How often should I tweet/post to Facebook/blog?" You should note that posting too much can do more harm than not posting enough. As a starting point, here are a few goals that you should aim to hit.

Twitter: 2-3 Tweets per day
Facebook: 1-2 status updates per day
Blog: 1 post every 5/7 days

3. Stop focusing on Numbers

When it comes to fans and followers, its quality over quantity. One fan who is passionate about your business is worth more than 20 who aren't. If you are concerned about numbers, look at your web analytics and see which networks are driving quality traffic to your site.

4. Enable comments on your blog

Blogs are social tools and there are few things that are less anti-social than writing about a topic and not letting people ask questions. Blogs offer a unique opportunity to personalize your business and connect with customers and the only way to connect is to keep an open line of communication.

5. Be Searchable

If you want others to look at your Facebook and Twitter page, show them that it's important by linking to it on your company website. Furthermore, utilize your email signature, mailing lists, business cards and any other location where you represent your brand to further promote your social media presence.

To get the latest news about RB Milestone Group, The HiAlpha™ Portal and HiAlpha™ Events, follow us on our social media sites.

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Market Overview

The Dow Jones Industrial Average was up 60 points, or 0.48%, to 12,482, the S&P 500 jumped 4.6 points, or 0.36%, to 1,294 and the Nasdaq Composite gained 17.4 points, or 0.64%, to 2,728. The Dow closed at its highest level since July on the day, while the Nasdaq had its best close since October. Energy and healthcare stocks performed the best on the day. The Nasdaq also got a lift from strength across several technology companies.

In corporate news, Citigroup missed expectations on the top and bottom lines. The company said it earned 38 cents per share, less than the 43 cents it earned in the same period in 2010, and weaker than the 49 cents analysts had been expecting. Sales came in at \$17.2 billion, also shy of estimates of \$18.5 billion. Citigroup's weak quarterly performance weighed heavily on other big financial names. JPMorgan Chase, Morgan Stanley, Goldman Sachs, and Bank of America were all in the red. Wells Fargo, on the contrary, reported profit and revenue that came in ahead of estimates. The bank earned 73 cents a share on \$20.6 billion in revenue. Analysts projected the company to earn 72 cents on \$20.1 billion.

The market sentiment was also boosted with the help of reports suggesting three major global economies may be faring better than many economists expected. China's economy expanded at a pace of 8.9% in the fourth quarter over the year prior, topping forecasts of 8.7%. Also setting a positive tone were data showing inflation in Great Britain cooled down significantly in December from November.

Commodities markets were sharply higher, helped by a weaker dollar and relatively upbeat economic news from China. The benchmark crude oil contract traded in New York jumped \$2.04, or 2%, to \$100.71 a barrel. Wholesale RBOB gasoline soared 1.4% to \$2.771 a gallon. In metals, gold climbed \$24.80, or 1.5%, to \$1,655 a troy ounce. The precious metal settled at its highest value since December 13.

European blue chips jumped 1.5%, the English FTSE 100 rose 0.65% to 5,694 and the German DAX tacked on 1.8% to 6,333. In Asia, the Japanese Nikkei 225 rallied 1.1% to 8,466 and the Chinese Hang Seng surged 3.2% to 19,628.

Company Profile: Medical Australia



Medical Australia (formerly BMDi TUTA Healthcare) is an Australian listed company committed to excellence, quality and innovation in healthcare through the acquisition and growth of both new and established Australian companies. The company is focused on the manufacture and delivery of quality medical devices and equipment for the healthcare industry that deliver superior outcomes for patients.

Mark Donnison, Managing Director and Chief Executive Officer



Mr. Donnison has over 20 years of experience in the UK and Australian pharmaceutical industries, and has a successful pedigree in the areas of sales, marketing, business development and business administration. He was previously the companies GM of Sales and Marketing. Prior to joining Medical Australia, Mr. Donnison held the position of Director, National Pharmacy Business for Alphapharm. Alphapharm is Australia's largest prescription medicine supplier to Pharmaceutical Benefits Scheme and a subsidiary of American based Mylan Pharmaceuticals (NASDAQ: MYL).

Website: <http://www.medaustr.com>

View: [RB Milestone's valuation report on Medical Australia](#)

Follow: [Medical Australia on HiAlpha](#)

Interview with Mark Donnison, Managing Director and CEO

Q: Please highlight Medical Australia's recent developments.

A: Our most significant developments of late include the announcement of several new contracts secured with major healthcare providers which will deliver annualized revenue in excess of a million dollars. We also recently launched our American Depository Receipt (ADR) program (OTC: MDAUY) to provide access for American investors to deal in Medical Australia securities real time.

Q: What are the plans the company moving forward?

A: Medical Australia is on a strong growth trajectory and we plan to maintain this through sourcing new customers for our existing product range and bringing new products to market for existing customers. The company's broader growth strategy remains through acquisition with a strong focus on increasing revenue and containing costs. The company is now poised for significant growth without the need for further capital expenditure due to the systems and infrastructure that we have put in place.

Q: You are focused on healthcare innovations through acquisition and growth of both new and established Australian companies. Please tell us about your current portfolio of companies.

A: Medical Australia is the umbrella company for a number of cash generating units: TUTA, a 64 year old brand. Clements Medical Equipment (102 years old). BMDiTUTA. TUTAVet.

Q: What are your main business areas?

A: TUTA – medical disposable plastics in the form of blood transfusion sets, arthroscopy and irrigation sets, IV and extension sets. Clements – laboratory and scientific equipment including oxygen and suction therapy. BMDiTUTA – safety and sharps disposal. TUTAVet – advanced stem cell therapy for animals throughout Great Britain.

Q: Who are your main customers?

A: We OEM for some major global blue chip companies including Carefusion, Terumo, Smith and Nephew, Medivet America and Fresenius Kabi. We supply products to public and private hospital networks under our own brand.

Company Profile: Medical Australia

Q: And do you have international presence?

A: Developing our international footprint has been a key part of our growth strategy. We now have distributors in 23 countries – Australia, UK, Ireland, Canada, New Zealand, Malaysia, Indonesia, Sri Lanka, Singapore, India, Hong Kong, Philippines, Thailand, Kuwait, Iran, Qatar, KSA, UAE, Bahrain, Oman, Lebanon, Cyprus and Jordan.

Q: Who are your competitors?

A: Our main competitors are in the medical disposable plastics area – for example B Braun, Baxter.

Q: And what distinguishes your company from others in your space?

A: What makes our product offering unique is our flexibility to tailor make products to suit specific clinical preferences. For our larger competitors this is not an option – if it's not in their catalogue, you can't have it! Whereas we will collaborate with clinicians and develop products to suit the way in which they operate. We also have a world class supply chain which provides a broad low cost / high quality production base.

Q: Who are the key players on your management team and what kind of experience do they bring to the table?

A: Medical Australia has a strong board and senior leadership team. Short Bio's can be found on our website www.medaust.com

Q: Who are the major shareholders of Medical Australia?

A: Our top twenty shareholders have around 60% of the shares on issue. Both our Chairman and I are in the top three.

Q: Lastly, what is your view on the current market for the healthcare sector in particular?

A: In turbulent times the healthcare sector is a defensive one. In the medical device areas in which we specialize we are seeing 10% growth every year due to both an aging population and technological developments in the industry. Medical Australia is well placed to benefit from this growing market potential.

Sector Blurb: Medical Devices

According to Economist Intelligence Unit (EIU), worldwide healthcare spending was estimated to be US\$5.5 trillion in 2009 representing ~10% of global GDP. EIU forecasts that global healthcare spending per capita is expected to surge to an all-time high of US\$1,122 in 2011, compared to US\$886 in 2005. As per geographic distribution, North America has been the clear leader in healthcare spending, followed by Western Europe, while Asia & Australia are gradually emerging as major markets in the healthcare space.

As per market research of Espicom, the global medical equipment and supplies market was worth ~US\$245.6 billion in 2010, or slightly above US\$44 per capita, and is forecasted to reach ~US\$266 billion by 2012. Espicom also states that in 2010, the US was the leading market for medical devices which was valued at ~US\$94.9 billion, or ~38.6% of the global market, in line with its total share of the healthcare market.

According to BCC Research, the global market for Minimally Invasive Surgery (MIS) devices and instruments was ~US\$14.8 billion in 2008 and is expected to reach ~US\$23.0 billion in 2014 at compound annual growth rate (CAGR) of 7.6%. BCC also states that the US is the largest market for MIS devices, which was worth ~US\$8.9 billion in 2008 and which is expected to reach ~US\$13.6 billion in 2014, recording a CAGR of 7.3%.

Medical Device	Market Size
Safety Syringe	~US\$5 billion
Manual Retractable Syringe	~US\$2 billion
Blood Collection Device	~US\$700 million
IV Market for Access Valves, Ports and Connectors	~US\$200 million

Press Release Summary

SecureAlert Reports Record Annual Revenue and Gross Profit Margin

SecureAlert, Inc. reported record annual revenues of \$17,961,803 for the fiscal year ended September 30, 2011 compared to \$12,450,971 for the same reporting period in 2010, an increase of 44% year over year. The increase in revenue reflects the Company's aggressive and successful expansion into global markets, which contributed significantly to the growth of monitoring revenues and related services. Additionally, domestic revenues increased by double-digits, up 17% from last fiscal year ended 2010. SecureAlert also continues to drive improvements in gross profit margin from a reported 39% for the last fiscal year ended September 30, 2010 to a record 44% for the fiscal year ended September 30, 2011, reflecting four years of continuous improvements from a concerted focus on gross margins

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Medical Australia welcomes Gary Lewis as chairman to guide growth

Medical Australia has appointed former managing director Gary Lewis as non-executive chairman. Lewis was managing director of Medical Australia for three years and was a director for four years, and has been instrumental in guiding the management team on the company's growth strategy and internal expansion. In his time as managing director of Medical Australia, Lewis was responsible for building a successful global supply chain which is the basis of the company's international operations.

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Drilling Program Completed on Gippsland HMS Project

Australian resource development company, Metallica Minerals Limited, advises that it has completed its first drilling program on two heavy mineral sands (HMS) projects that MLM retains an option to acquire from Rio Tinto Exploration Pty Limited (Rio Tinto) in the Gippsland area of southeast Victoria, and expects to announce a maiden resource estimate by March.

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IMX Resources identifies new iron ore target near Cairn Hill

IMX Resources has intersected visible magnetite quartz and magnetite gneiss mineralization 25 kilometers southeast of the Cairn Hill iron ore and copper mine in South Australia. The company conducted an initial six hole reverse circulation drilling program at the Tomohawk target, with all six holes intersecting visible wide intervals of mineralization. Analysis of the results is expected to be available by the end of January

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Kalgoorlie Mining Company Limited Announces Issuance Of Shares

Kalgoorlie Mining Company Limited announced the issuance of 4,150,000 ordinary shares at AUD 0.08 each to raise funds for further development of Bullant Mine.

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Press Release Summary

Kalgoorlie substantial shareholder ups interest through share placement

Kalgoorlie Mining Company substantial shareholder Peter Bowman Nominees has acquired 8.6 million shares in a recent share placement, increasing its interest in the company to 7.83%. Peter Bowman Nominees paid A\$684,778 in consideration for the shares, providing an average entry price of \$0.08 per share. Kalgoorlie Mining Company has achieved a number of milestones of late including being granted approval for a crushing circuit at the Bullant Gold Project, enabling it to crush its own ore and cease crushing by third parties.

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Secure Alert, Inc. Appoints New Board Members at Annual Meeting of Shareholders and Approves an Increase in Shares of Common Stock

SecureAlert held its Annual Meeting of Shareholders on December 21, 2011. The following individuals were elected to the Board of Directors: John L. Hastings III, Rene Klinkhammer, Larry G. Schafran, George F. Schmitt, David P. Hanlon, Antonio J. Rodriguez, and Winfried Kunz. Following the Annual Meeting, the new Board of Directors met and voted to increase the size of the Board from seven to nine members appointed David S. Boone and Dan L. Maybe to fill the two additional seats.

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Enerji Airec Heat Exchanger Arrives

Perth based clean power company Enerji Limited advises that the first of its Airec heat exchangers has arrived in Perth. The Airec heat exchangers are a key component in Enerji's waste heat recovery system that captures heat from the exhaust gas of fossil fuel generators and feeds into an Opcon Powerbox to produce emission-free electricity. It is a similar unit to the one Enerji recently sold to a Perth public hospital project for waste heat recovery. Airec claims its heat exchangers are the most compact and efficient gas heat exchangers in the world.

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UXA Resources Ltd : Drawdowns Againsts Convertible Note

The board of UXA Resources Limited announces that the Company has now made four drawdowns of \$250,000 each against the First Convertible Note issued to La Jolla Cove Investors Inc (La Jolla) and which has a face value of \$1,000,000. This now completes the drawdowns against the first Convertible Note. The convertible note facility has enabled UXA to undertake the phase 2 drilling program at its Dome 5 lead-zinc-silver project in NSW. Results for Dome 5 are anticipated within 1Q2012.

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Alexium International Group Ltd. Joins OTCQX

OTC Markets Group Inc. the financial information and technology services company that provides the world's largest electronic marketplace for broker-dealers to trade unlisted stocks, announced that Alexium International Group Ltd., a company focused on leveraging leading edge technology from defense laboratories into the commercial sector, has chosen to have its American Depositary Receipts traded on the highest tier of the OTC market, OTCQX®.

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