



## **dj Orthopedics Launches New Back Brace for Spine Market**

SAN DIEGO, Sept. 22 /PRNewswire-FirstCall/ -- dj Orthopedics, Inc., (NYSE: DJO), a global medical device company specializing in rehabilitation and regeneration products for the non-operative orthopedic and spine markets, today announced the release of a new, multifunctional back bracing system, the BOA (Back Orthotic Appliance). The BOA is designed to address a variety of clinical spinal indications, including post-operative support after spinal fusion and spinal laminectomy, acute and chronic low back pain and disc herniation or degeneration. dj Orthopedics has exclusive worldwide distribution rights (except Alaska, California, Nevada, Idaho, Montana, Oregon and Washington) for the BOA, which is manufactured by a subsidiary Pacific Medical, Inc.

"The BOA back brace solution is an important component of our spine market strategy," said Les Cross, president and CEO of dj Orthopedics. "The prevalence of back problems, and the products and procedures centered around the treatment of spinal disorders and pain, have made the spine segment one of the largest and fastest growing orthopedic markets. With the launch of the BOA back brace, we now offer a more complete solution for rehabilitation from spinal surgery and other back-related injuries. We already provide surgeons with solutions to manage post-operative pain, including portable pumps that continuously deliver physician prescribed local anesthetic directly into a surgical site over an extended period of time, and a full line of cold therapy systems that reduce pain and swelling. Both of these solutions can reduce the need for post-surgical narcotic pain medications and potentially accelerate rehabilitation times. Additionally, our bone growth stimulators are used as adjunctive therapy after spinal fusion surgery, providing at-risk patients with improved healing outcomes. And now with the launch of the new BOA back brace, dj Orthopedics also offers both a rigid back brace to provide post-surgical support as well as a line soft compression braces used for daily maintenance and pain relief."

The BOA back brace offers easy to use compression technology. It features a unique Lacer Design that incorporates a patent pending tear-drop channel for a consistent and uniform adjustment of the compression panels from a single pull handle, and the brace's lightweight and low profile design enables it to be worn under, between or over clothing. The BOA back brace also offers an optional rigid shell attachment that enables a user to offload the weight placed on the lower back following injury, strain, sprain or surgery. Without the rigid shell, the BOA back brace may be worn for support and stability.

According to Frost & Sullivan, the aging of the U.S. population is resulting in an increase in spinal fusion surgery. There were approximately 400,000 spinal fusion surgeries performed in 2003, and the number of surgical procedures is expected to reach 550,000 by 2008. However, with surgery indicated only for those patients that have exhausted all of their options, Frost & Sullivan believes there is growing acceptance among back pain sufferers for more conservative treatments of chronic back pain including back braces, used in conjunction with life style changes such as weight loss and smoking cessation. Back pain afflicts 80 to 90 percent of the adult population at some point in their lives and the treatment costs total approximately \$60 billion annually according to the National Center for Health Statistics.

According to Liberty Mutual Insurance, 14 percent of the population, or some 31 million Americans, experience lower back pain. Approximately 13 million of these people have reduced ability to function because of this back pain. Back pain is the most frequent cause of lost work days, after the common cold, in persons under 45 years of age and represents the third most common reason for visits to orthopedic surgeons, neurosurgeons and occupational medicine physicians.

About dj Orthopedics, Inc.

dj Orthopedics is a global medical device company specializing in rehabilitation and regeneration products for the non-operative orthopedic and spine markets. The Company's broad range of over 600 rehabilitation products, including rigid knee braces, soft goods and pain management products, are used in the prevention of injury, in the treatment of chronic conditions and for recovery after surgery or injury. The Company's regeneration products consist of bone growth stimulation devices that are used to treat nonunion fractures and as an adjunct therapy after spinal fusion surgery.

The Company sells its products in the United States and in more than 35 other countries through networks of agents, distributors and its direct sales force that market its products to orthopedic and podiatric surgeons, spine surgeons, orthopedic and prosthetic centers, third-party distributors, hospitals, surgery centers, physical therapists, athletic trainers and other healthcare professionals. For additional information on the Company, please visit [www.djortho.com](http://www.djortho.com).

SOURCE dj Orthopedics, Inc.

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