



dj Orthopedics to Showcase New DonJoy Shoulder Rehabilitation Products at the Arthroscopy Association of North America Meeting in New Orleans November 13 - 15, 2003

SAN DIEGO, Nov. 11 /PRNewswire/ -- dj Orthopedics, Inc. (NYSE: DJO), a designer, manufacturer and marketer of products and services for the orthopedic sports medicine market, today announced that it will showcase its two new DonJoy® shoulder rehabilitation products at the Arthroscopy Association of America (AANA) meeting to be held November 13 - 15, 2003 in New Orleans. dj Orthopedics will have on display its UltraSling® ER soft shoulder brace and its new IceMan® Shoulder Wrap for cold therapy.

Recent research in shoulder rehabilitation has clinically shown that patients treated through an "external rotation" protocol experienced significantly reduced recurrence rates of anterior shoulder dislocations after surgery or injury. The recently introduced UltraSling ER is the first soft shoulder brace to facilitate improved healing of the shoulder joint by positioning the elbow against the hip/rib area with the forearm rotated slightly outward, or externally rotated.

The IceMan cold therapy Shoulder Wrap, introduced in October of 2003, was specifically designed to provide full-coverage and uniform cold distribution to the shoulder area after surgery or injury, compared to competitive products. Cold compression therapy is a proven method to aid in the healing of injuries related to trauma and surgery by reducing swelling and controlling pain.

"The Fall AANA meeting is an important venue for dj Orthopedics to showcase the depth of its product line to orthopedic surgeons in the sports medicine market, and this year, we are pleased to highlight two new products for shoulder rehabilitation," said Les Cross, president and chief executive officer of dj Orthopedics. "Sales of our new UltraSling ER have been strong and we credit this success to the orthopedic community's growing adoption of the new external rotation protocol, as well as to our strong sales and distribution infrastructure. Combined with the new IceMan and Arctic Flow™ cold therapy products that have been specifically configured for the shoulder, we offer one of the most comprehensive solutions for shoulder rehabilitation."

Representatives from dj Orthopedics sales and technical staffs will be available for media interviews at Booths 401, 403 and 405 during the AANA meeting, November 13, 14, and 15, 2003, at the Hilton New Orleans Riverside Hotel. Additionally, noted orthopedic surgeon, Dr. Stephen J. Snyder, will be on-site at the Company's booth at 10:00 AM on Friday, November 14th and 7:00 AM on Saturday, November 15th, 2003 for a product demonstration and interviews with the media.

About dj Orthopedics

dj Orthopedics is a global orthopedic sports medicine company specializing in the design, manufacture and marketing of products and services that repair, regenerate and rehabilitate soft tissue and bone, help protect against injury and treat osteoarthritis of the knee. Its broad range of over 600 existing products, many of which are based on proprietary technologies, includes rigid knee braces, soft goods, specialty and other complementary orthopedic

products. These products provide solutions for patients and orthopedic sports medicine professionals throughout the patient's continuum of care.

SOURCE dj Orthopedics, Inc.

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