



DJ Orthopedics Expands International Strategy With Direct Distribution in France, Europe's Second Largest Orthopedics Market

SAN DIEGO, Sep 23, 2003 /PRNewswire via COMTEX/ -- dj Orthopedics, Inc., (NYSE: DJO), a designer, manufacturer and marketer of products and services for the orthopedic sports medicine market, today announced that it has formed a wholly owned subsidiary in France to provide direct distribution of its product lines, beginning in October 2003. The new subsidiary replaces a third party distributor and will have direct responsibility for the sales, marketing and distribution of dj Orthopedics' products in France. France is the second largest orthopedic sports medicine market in Europe.

dj Orthopedics initiated its direct distribution strategy in early 2002, forming subsidiaries in Germany, the United Kingdom and Canada. The Company's international revenues increased 23 percent both in 2002 compared to 2001, and in the first six months of 2003, compared to the first half of 2002.

"International operations continue to be one of the growth engines for the Company, driven by our focused direct selling strategy in key international markets," said Les Cross, president and CEO of dj Orthopedics. "With an orthopedics sports medicine market of approximately \$90 million growing at nearly seven percent annually, France is a compelling opportunity for dj Orthopedics. We are pleased to have retained several key local professionals, experienced in the French orthopedics rehabilitation market, to join our new subsidiary and help us launch and manage our direct business activities in France. We believe that the knowledge and experience of our new French team in local orthopedics selling strategies and customs, combined with our strong product offering, will facilitate a smooth transition for us in France and permit us to accelerate our revenue growth in this important market."

About dj Orthopedics, Inc.

dj Orthopedics is a global orthopedic sports medicine company specializing in the design, manufacture and marketing of products and services that rehabilitate soft tissue and bone, help protect against injury, and treat osteoarthritis of the knee. Its broad range of more than 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.

This press release contains or may contain forward-looking statements such as statements regarding the Company's future growth and profitability, growth strategy and trends in the industry in which the Company operates. These forward-looking statements are based on the Company's current expectations and are subject to a number of risks, uncertainties and assumptions, particularly risks associated with our transition to direct distribution of our products in foreign countries; risks generally associated with international operations, and other risk factors that are discussed in our Annual Report on Form 10-K, filed on March 28, 2003 with the Securities and Exchange Commission.

SOURCE dj Orthopedics, Inc.

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