



dj Orthopedics enters consumer sports market with Armor by DonJoy™

SAN DIEGO (December 10, 2001) - dj Orthopedics Inc. (NYSE: DJO), a leading designer, manufacturer and marketer of products and services for the orthopedic sports medicine market, has launched Armor by DonJoy™, a new line of preventive gear designed for sports enthusiasts and weekend warriors who participate in physically demanding or high-contact sports, including motocross riding, downhill skiing and rodeo. The products will be sold directly to consumers through a new Web site (www.donjoyarmor.com), skiing and motocross equipment retailers and tradeshow. A marketing campaign is underway, with ads appearing in the December issues of selected skiing and motocross magazines.

The Armor product line allows the Company to tap into the emerging preventive bracing market in motocross, snowboarding and skiing. "For more than 20 years, medical professionals and athletes have relied on DonJoy braces and support products for injury prevention and post-op recovery," explained Les Cross, president and CEO of dj Orthopedics. "We have consistently developed products that set the pace for the orthopedic sports medicine industry, and now look forward to bringing this same dedication to the consumer marketplace with Armor by DonJoy."

In the Company's spirit of innovation, the Armor by DonJoy line was developed with significant input from dj Ortho-sponsored professional athletes. Motocross World Champion Grant Langston and U.S. Ski Team members Mariano Ferrario and Jillian Vogtli teamed up with dj Orthopedics' biomechanics engineers to define their expectations for an extreme sports brace. The Armor Ski brace is lightweight and low profile, yet sufficiently durable for freestyle aerials and moguls running. The Armor Action preventive gear, targeted at motocross riders, includes Impact Guards designed to protect knees and shins from blunt blows and a cut-away thigh bar, allowing total clearance for riders.

dj Orthopedics is a global orthopedic sports medicine company specializing in the design, manufacture and marketing of surgical and non-surgical 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 and its recently introduced line of surgical products. These products provide solutions for patients and orthopedic sports medicine professionals throughout the patient's continuum of care. For more information, please contact Donovan Roche at (619) 234-0345 or via email at roche@formulaPR.com.

###

CONTACT: (formula) PR
Donovan Roche, 619/234-0345
roche@formulaPR.com
URL: <http://www.businesswire.com>
Today's News On The Net - Business Wire's full file on the Internet
with Hyperlinks to your home page.

Copyright © 2001 Business Wire. All rights reserved.