



dj Orthopedics Establishes New Alaron Surgical Division, Expanding Presence In Surgical Products Market

New Arthroscopic Product Line to Be Unveiled at American Orthopedic Society for Sports Medicine Annual Meeting in Colorado, June 28 - July 1

SAN DIEGO - dj Orthopedics, LLC announces the recent acquisition of Alaron Technologies, LLC, which has initiated the formation of the new Alaron Surgical Division of dj Orthopedics. This unique and independent business unit enables dj Orthopedics to further solidify its position within the sports medicine surgical products market and provides a springboard for its new surgical product launch at the American Orthopedic Society for Sports Medicine (AOSSM) Annual Meeting, from June 28 to July 1, in Keystone, CO.

According to Les Cross, president and CEO of dj Orthopedics, "dj Orthopedics' successful entry into the surgical products market in 1999 with the innovative PainBuster™ Pain Management System, has proven the worth of such an extension of the core business model. Our new surgical business unit will allow us to serve a broader scope of the overall sports medicine orthopedics market, which will now include the sports medicine repair, rehabilitation and regeneration segments."

Alaron Surgical Division representatives will be available for media interviews during the AOSSM Annual Meeting, where all of Alaron's new products, as well as dj Orthopedics' bracing line, will be on display at dj Orthopedics booth #700-704.

dj Orthopedics is a world leader in the orthopedic industry by supporting a continuum of care with surgical and non-surgical products focusing on sports medicine. Through its highly-regarded DonJoy® and ProCare® product lines, the company maintains significant market share and an extensive distribution network serving more than 50 countries in all key segments of sports medicine. For more information or to schedule an interview at AOSSM, please contact Joanne Licausi at (619) 234-0345 or via email at licausi@formulaPR.com.

CONTACT: Joanne Licausi
[formula] PR
(619) 234-0345
licausi@formulaPR.com