



## **dj Orthopedics Signs Exclusive Agreement to Market OrthoPulse®**

Addition of Non-invasive Technology Solidifies dj's Position as Leader Within Industry

SAN DIEGO - dj Orthopedics, LLC, the world leader in the manufacturing and distribution of orthopedic recovery products, announced today its exclusive marketing agreement with Innovative Medical Device (IMD) for the OrthoPulse® product, a non-invasive technology frequently used for the treatment of bone growth stimulation using Pulsed Electromagnetic Fields (PEMF). This strategic contract strengthens dj Orthopedics' leadership role within the orthopedic recovery products industry by providing and expanding diversity within our current product offerings, according to Les Cross, president and CEO of dj Orthopedics.

"With the addition of OrthoPulse products to our DonJoy brand, we will be able to provide orthopedic surgeons with the widest range of products for better patient care within national and international markets," said Cross. "This exclusive agreement to distribute and sell the proven product technology to orthopedic surgeons provides us with the latest generation device for bone fusion enhancement."

This transaction will initiate significant expansion of dj Orthopedics' business platform through an increased customer base and extended product offering.

Theo Spangenberg, president of IMD, commented, "This partnership with dj Orthopedics will increase market penetration into a fast growing segment of orthopedics sports trauma."

OrthoPulse® is a non-invasive technology used for the treatment of long bone non-unions using PEMF to activate growth of bone cells. Research has proven the efficiency of the OrthoPulse® patient friendly treatment, which has a comparable efficiency to surgery and is less expensive and carries less risk.<sup>1,2</sup>

dj Orthopedics, LLC is a leading manufacturer of orthopedic support products. The highly regarded DonJoy® and ProCare® bracing lines represent the advanced technology and high quality standards the company puts into all of its products. With an extensive distribution network serving more than 50 countries, dj Orthopedics maintains a dominant presence across the globe. For more information or to schedule an interview, please contact Joanne Licausi at (619) 234-0345 or via email at [licausi@formulaPR.com](mailto:licausi@formulaPR.com).

CONTACT: Joanne Licausi

[ formula ] PR

(619) 234-0345

[licausi@formulapr.com](mailto:licausi@formulapr.com)