

**For immediate release:**

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**ImpediMed Wins G'Day USA's Australian Innovation Shoot Out**

*Medical Device to Detect Secondary Lymphedema in Breast Cancer Survivors Chosen as Best Technology Breakthrough from Down Under*

Menlo Park, CA – January 15, 2009 – [ImpediMed](#), a Queensland medical device company that has developed L-Dex, a device that assists surgeons and oncologists in detecting secondary lymphedema in post-op cancer patients, bested five other Australian state finalists for top honors at [G'Day USA's](#) Australian Innovation Shoot Out at the Quadrus Conference Center in Menlo Park.

ImpediMed CEO, Greg Brown said that he was humbled and delighted with the win. “The win is further validation of ImpediMed’s business opportunity as judged by a panel of US investment experts who understand what it takes to succeed in the US market.”

L-Dex has FDA approval in the US and is currently being used in the US, Europe and Australia. Approximately 30% of breast, pelvic and melanoma cancer survivors who have had lymph nodes removed or have been treated with radiation will develop secondary lymphedema, an inflammation, or swelling, of the lymph nodes. The condition impedes general mobility, air travel and overall quality of life.

“We’ve chosen to focus on a major under-served medical need in health care – lymphedema, which is a preventable disorder that potentially can be managed proactively by surgeons and oncologists using our product,” explained Brown.

“L-Dex enables the surgeon and oncologist to do something about lymphedema before it happens,” said Brown.

The Innovation Shoot Out is part of G'Day USA's Australia Week events and festivities taking place around the US (January 13 – 24) to showcase the very best of Australian innovation, culture, fashion, food, wine and tourism. The Innovation sector was organized by the state government of Victoria.

“Australia is a great place to develop and source innovation,” said Andrew Dyer, Commissioner to the Americas for the state government of Victoria. “The six state

finalists showcased some fantastic examples of what Australian innovation can do.”

As the winner of the Innovation Shoot Out, ImpediMed will receive a slot in the 2009 ANZA Technology Network Gateway to the US program. The Gateway to the US is a successful US market entry program that works with the CEOs of innovative Australian companies to navigate the dynamics of doing business in the US and beyond.

“ImpediMed, along with the five other companies we saw today, reinforces that Australia is a world leader in innovation. The ANZA Technology Network helps Australian companies like ImpediMed bring their innovation from Australia’s relatively small market to the global stage through the world’s technology capital, Silicon Valley,” said Viki Forrest, CEO, ANZA Technology Network.

The other state finalists in the Innovation Shoot Out were: [E Ball Games](#) (interactive sport simulation, Victoria), [JadeLiquid Software](#) (web application testing tools, Tasmania), [m.Net](#) (mobile marketing campaigns, South Australia), [Nuix](#) (electronic discovery and investigative software, New South Wales) and [Sensear](#) (noise filter technology to improve hearing in industrial settings, Western Australia).

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**For more information:**

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Nuix: <http://www.nuix.com/>

Sensear: <http://www.sensear.com/>

G’Day USA Australia Week 2009: <http://www.australia-week.com/>

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ANZA Technology Network is the leading independent organization connecting the Australian, New Zealand and US innovative technology sectors. Through its Gateway and Fast Track to the US programs ANZA has assisted hundreds of Australian and New Zealand companies as they enter the US market—more than any other non-government organization. For more information: <http://www.anzatechnet.com/>. This press release was prepared for ANZA Technology Network by [KazzaDrask Media](#). For more information contact us at 415-606-2085 or [kazzadrask@yahoo.com](mailto:kazzadrask@yahoo.com).

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