



ASX / MEDIA RELEASE

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North China distributor, Bestmed, signs milestone USD 800K sales order for latest generation sleep and EEG diagnostic solutions

Compumedics Limited (ASX:CMP) is pleased to announce another significant milestone as part of the company's stated objective to expand its sales into its key target markets by two to three times, with the receipt of a \$760k (USD800k) order from Beijing Bestmed Tech Ltd (Bestmed), Compumedics' distributor to North China.

Bestmed has been Compumedics' distributor to North China for over 10 years and has significantly built the Compumedics® Chinese brand over this period of time. This enables Compumedics today to claim the position as the premier supplier of premium sleep products, which support some of the most coveted clinical and research centers of excellence across China. The current milestone sales order represents year-on-year growth of 33% and will comprise Compumedics' latest generation Grael® PSG and EEG systems, as well as Compumedics' wireless ambulatory solutions, Somté® PSG and Siesta®.

China represents a unique emerging market opportunity for Compumedics® sleep and neurology systems, particularly given the close proximity and strong trade relations with Australia, coupled with Compumedics time-earned reputation and establishment of premier reference centers throughout China. As China rapidly builds and expands its basic health infrastructure, the focus will inevitably turn to new areas of health management, including management of sleep and neural disorders, which will provide measurable upsides for companies as well positioned and established as Compumedics in this space. A recent article in the *China Daily* referring to The Shanghai Institution of Traditional Chinese Medicine for Sleep Disorders, estimates that up to 38% of the population of Shanghai suffers from some form of sleep disorder. In a city of 19 million people that represents about 7 million potential sleep disorder patients in the city of Shanghai alone.

Compumedics has so far generated over \$5m in business in China through its relationship with Bestmed during the very early and formative stages of these Chinese sleep and neural disorder markets.

Dr. David Burton, Chairman and Chief Executive Officer of Compumedics Group commented:

"This significant sales order is a further validation of Compumedics' superior product offer and another important milestone for our Company. It reinforces our commitment to the emergence and potential for exponential growth in the Asian markets and, in particular, China. Bestmed and Compumedics have a long established relationship for supplying this market. We are delighted with the continuing growth of our sales into what will be a very significant market and commercial opportunity over the years ahead. This order and our relationship with Bestmed further underpin our strategy to grow our business across this increasingly important market for Compumedics."

"Bestmed's rapidly expanding Compumedics' sleep business, coupled with strong growth from Compumedics other Chinese distributors covering its DWL ultrasonic Doppler blood-flow systems (Beijing Beike Digital Medical Technology Co. Ltd. Refer to ASX release 23rd December 2010) and its Neuroscan Neurophysiological systems (Beijing Fistar and PJT), continues to bolster Compumedics' growth outlook within this important and growing Chinese market", he said.

About Compumedics – Compumedics Limited, was founded in **1987** by current Chairman/CEO Dr. David Burton and today is a global leader in the design and manufacture of diagnostic technologies for sleep disorders, neurophysiology and cardiology. In **1987** Compumedics established Asia Pacific's first fully computerized sleep laboratory. Compumedics holds 80% share of the Australian sleep-diagnostic market, and has a major and rapidly growing presence in the US, European and Asian marketplaces for its sleep, neurological and Doppler blood-flow diagnostic monitoring devices. In **1995** the company was selected to supply equipment to the US Sleep Heart Health Study, the world's largest sleep study of its kind, with over 8,000 participants scheduled by 2008. With headquarters in Melbourne, Australia and offices in the United States, and Europe its products are distributed in over 50 countries. In **1998** Compumedics was awarded the overall Australian Exporter of the Year. In **2000** Compumedics was listed on the Australian Stock Exchange. In **2002**, Compumedics acquired US-based **Neuroscan** - the world's leading supplier of instruments for brain research. In the US - the world's largest medical device market - Neuroscan holds around 90% of the market for brain-research products. In **2003** Compumedics was awarded the Frost & Sullivan Award for Market Expansion Strategy. In **2004**, Compumedics acquired Germany-based **DWL Elektronische GmbH**, enabling Compumedics to expand its global operations into the neurovascular and cardio-vascular diagnostic fields. In **2006**, Compumedics was awarded the Frost and Sullivan Technology Leadership award for its innovative Somté® recorder product. In **2007**, Compumedics and its Chairman were inducted into the Victorian Manufacturing Hall of Fame. In **2008** the DWL division received a top 100 German Innovation award. With 20,000 systems installed globally across the finest hospital, universities and clinics Compumedics sales have grown more than 4-fold from \$9 million (1999) to \$39 million (2008). In **2009** Compumedics was awarded a design award for its GRAEL® PSG/EEG premium laboratory-based product. In **2010** Compumedics was recognized by the Australian Innovation Government and Industry body as one of Australia's Top 100 Health Innovators through its' world leading devices for sleep diagnostics. **For further background please visit:** www.compumedics.com <http://www.compumedics.com>

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