



USA RELOCATION FOR AEDA HEALTHCARE'S EXECUTIVE VICE PRESIDENT IN SUPPORT OF ESCALATING SALES GROWTH

In July 2009, Aeda Healthcare's Executive Vice President, Mr Joe Nati, will be relocating to the Company's new USA headquarters in Alpharetta, Georgia. This move comes in response to the need to build the local sales force in support of sustained growth in the US market.

With head office located in Hong Kong, the gateway to their Chinese manufacturing facilities, international healthcare manufacturer Aeda Healthcare also maintains local offices in the US, Europe and Australia to support their global distribution network.

Since Company launch in 2006, Mr Joe Nati has divided his time between international locations to oversee and direct the launch of the Aeda Healthcare brand and their stylish range of dynamic support surface products, the Aeria series. While the Company is experiencing steady growth in all regions, the US remains a primary focus for business development and expansion.

"I'm excited by a more permanent move to the States", said Joe Nati from his Australian home. "Over the past three years, much of my time has been spent in constant transit and I'm looking forward to focusing my attention on the great opportunities opening up in the US market."

Aeda Healthcare has recently moved US headquarters from Chicago, Illinois to Alpharetta, Georgia in response to geographic demands and to accommodate an increase in distribution capabilities and local sales force. This move came in conjunction with the appointment of Mr Adam Morris as Vice President of Sales. Adam joined Aeda Healthcare from medical supply manufacturer MSI (Medical Specialty Innovations), where he was responsible the successful growth of distribution channels across North America.

Joe will join Adam in July of this year with the goal to expand Aeda Healthcare's local sales team in support of a growing distribution network and ahead of the launch of new products in the Aeria series range.

ABOUT AEDA HEALTHCARE

Aeda Healthcare Ltd design, manufacture and market a range of healthcare products developed specifically for home and long-term care markets. Their products combine design innovation and style with essential features and functionality, to offer patients all the benefits of professional grade care at home. With manufacturing headquarters in Hong Kong and China, Aeda has offices in Europe, the US and Australia.

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