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**FOR IMMEDIATE RELEASE**

**Freedom Total Knee® System Receives Frost & Sullivan’s   
 Best Practices Award for “Product Differentiation Excellence in Orthopedic Knee Joint Replacement”**

***Maxx Medical's Freedom Total Knee® System recognized for knee replacement implants and instruments that better accommodate Asian-specific needs***

**Andheri, Mumbai, February 7, 2012 --** Maxx Medical, Pvt. Ltd., a global medical device company, today announced that its Freedom Total Knee® System ("Freedom Knee") received the Product Differentiation Excellence Award in Orthopedic Knee Joint Replacement presented by leading global analyst group [Frost & Sullivan](http://www.frost.com). Freedom Knee is a high-flexion knee replacement system specifically engineered to address the unmet market need for smaller sized and differently proportioned implants that better support Asian lifestyle and physiology. Freedom Knee has quickly gained orthopedic community support since its 2009 launch in India.

In recognizing Freedom Knee, Frost & Sullivan’s Sandeep Sinha, Director Healthcare, South Asia, Middle East and North Africa said, “Tailor-made to accommodate local customer needs, Freedom Knee is designed with an aspect ratio well within the defined Pan-Asian range, which not only facilitates high flexion movement of the knee, but also preserves bone stock, allowing the patients to retain as much of their lifestyles as possible post operation.”

“We designed Freedom Knee with the versatile components and instrumentation needed to address the size, fit, bone preservation and high flexionrequirements of Asian patients.  The medical community was quick to recognize the benefits of Freedom Knee for their patients and we’re honored that independent analyst group Frost & Sullivan has as well,” said Ashesh Shah, President & CEO, Maxx Medical. “It's important for peoplein India suffering from osteoarthritis to know that there is finally an option for them that was developed with their lifestyle and anatomy in mind. Excellent surgeons throughout India continue to drive the success of our products.”  
Freedom Knee is a complete primary knee replacement system developed collaboratively by leading orthopedic and biomedical design experts and featuring all of the options surgeons want to help the majority of their patients needing knee replacement surgery. The system leverages advanced engineering technologies and deep clinical expertise to enhance every aspect of total knee replacement surgery, including surgical technique, instruments and implants. Freedom Knee has received US FDA, Drugs Controller General of India (DCGI), and CE Mark approvals, making it the only system sold globally yet designed with features that specifically address Asian patients' needs.

**About Maxx Medical**Maxx Medical Pvt. Ltd. ("Maxx Medical") develops and markets innovative orthopedic medical devices on an international scale. The company is focused on providing state-of-the-art implants and related solutions that best restore patient mobility while accommodating lifestyle, anatomical and economic needs. Maxx Medical is the parent company of Maxx Orthopedics, Inc., the manufacturer of the Freedom Total Knee® System. For general information visit [www.maxxmed.com](http://www.maxxmed.com/)**.** For sales and distribution information contact Tarak Buch at [tarak.buch@maxxmed.com](mailto:tarak.buch@maxxmed.com)

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