Hanger's Annual Education Fair in Review

March 6, 2012

Las Vegas, Nev., March 6, 2012 – Hanger Orthopedic Group recently held its Annual Education Fair and National Meeting in Las Vegas, Nevada where approximately 900 clinicians gathered to learn about the most advanced rehabilitative solutions in the world. More than 120 exhibitors with 350 representatives also participated in the conference, many of whom featured the latest prosthetic, orthotic, and rehabilitative technologies. During the opening ceremony on Wednesday, February 1st, after six months of celebrating its 150th anniversary, Hanger unveiled a comprehensive new brand identity for its parent company, Hanger Orthopedic Group, Inc., and its patient care business, Hanger Prosthetics & Orthotics. Several special awards were also given throughout the conference, including the newly-established James Edward Hanger Awards of Excellence and the Excellence Award for Operations.



The unveiling of Hanger's new brand at the opening ceremony of the 2012 Hanger Education Fair and National Meeting

"This year was an especially exciting Education Fair with the culmination of our 150th anniversary celebrations and the launch of our new brand identity," said Hanger CEO Tom Kirk. "We received an overwhelming amount of positive feedback. Members of the Hanger family left feeling energized, with their sights set on the next 150 years of empowering human potential."

There were more than 90 instructors who participated in the 150+ course sessions. Some of the most well-attended clinical courses included:
• "Pediatric Orthotics Program"
• "Which Microprocessor-Controlled Knee?"
• "Post-Operative Prosthetic Care"
• "Prosthetics Symposium"
• "Embracing the Hanger Brand"
• "2012 Coding and Compliance Updates"



The Hanger Gala held on February 3, 2012

After an extensive research process that took 18-months and included nearly 1,000 internal and external stakeholder insights, a dynamic new brand identity was officially unveiled in a big way at the 2012 Education Fair and National Meeting Opening Ceremony. The brand consists of new company names, logos and designs, as well as more consistent business practices, standards of service, and communications. A complete press release about the new brand identity can be found here: http://www.hanger.com/aboutus/newsroom/Pages/PressRelease.aspx?requid=1654792.

Among the patients who shared their stories and helped unveil the new brand during the opening ceremony were 13-year-old **Megan McKeon** and 34-year-old U.S veteran **Sharod Edwards**.



Hanger patient Megan McKeon participating in the opening ceremony of the 2012 Hanger Education Fair and National Meeting

A Latvia native who at the young age of five-months-old lost one of her legs as a result of burns she suffered when her mother dropped a cigarette in her crib, McKeon ultimately endured 23 experimental amputations to her leg while in the care of the hospital. She now lives with her adoptive parents in California and is a very active little girl who has been inspired by Winter, the dolphin with the prosthetic tail made by Hanger's Vice President of Prosthetics Kevin Carroll, MS, CP, FAAOP and Florida-based clinician Dan Strzempka, CPO. McKeon uses WintersGel, the same technology used to fit a prosthetic tail on Winter, the star of the 3D family movie "Dolphin Tale". For more information on McKeon, visit: http://www.hanger.com/prosthetics/experience/patientprofiles/winterthedolphin/Pages/MeganMcKeon.aspx.

While serving in Iraq with the Navy, Edwards suffered a combat-related injury on Christmas Day 2005 which necessitated the amputation of his right arm below-the-elbow. He recently became the first U.S. veteran to be fit with the Michelangelo Hand, the newest bionic hand available in the world. For more information on the Michelangelo Hand, visit: http://www.hanger.com/prosthetics/services/Technology/Pages/MichelangeloHand.aspx.

Among the technologies on display at this year's Education Fair and National Meeting were **WintersGel**, the special silicone gel sleeve developed to fit a prosthetic tail on Winter the dolphin that is now making prosthetic limbs more comfortable for human amputees. Also featured was the **Pediatric WalkAide System**, an electrical stimulation device designed to restore mobility to children with a form of lower leg paralysis known as foot drop due to cerebral palsy, traumatic brain injury, incomplete spinal cord injury, and other debilitating diseases.

The newly-established James Edward Hanger Awards of Excellence, the highest honors awarded across all of Hanger, were given in the following six categories: Collaboration, Customer Service, Clinical Excellence, Leadership, Pioneering Innovation, and Strategic Flexibility. A complete press release with additional information on the awards and recipients is available in the newsroom of

Hanger.com.

Teams were also recognized with the coveted Excellence Award for Operations; 16 patient care centers in the following cities received the respected honor (listed in no particular order):
• Greenwood, South Carolina
• Statesboro, Georgia
• Burnsville, Minnesota
• Johnson City, Tennessee
• Oak Ridge, Tennessee
• Lake Worth, Florida
• Montgomery, Alabama
• Merced (Olive Ave.), California
• Fairfield, Ohio
• Plano, Texas
• Boardman, Ohio
• Chicago (North Riverside), Illinois
• West Orange, New Jersey
• Kalamazoo, Michigan
• San Antonio (Central), Texas



The 2012 Hanger Education Fair and National Meeting exhibit hall

During the Gala on Friday, February 3, members of the Haitian Amputee Coalition – The Harold & Kayrita Anderson Family Foundation, Physicians for Peace, the Catholic Medical Mission Board (CMMB), medi, and Donald Peck Leslie, M.D. of the Shepherd Center – were recognized for their partnership with the Hanger Ivan R. Sabel Foundation and their collective efforts to restore mobility to 1,200+ Haitian amputees at the Hanger Clinic in Haiti. After, CMMB presented the Hanger Ivan R. Sabel Foundation and Hanger with the Global Health Care Leadership Award. CMMB expressed their sincere appreciation for the collaboration among the organizations.

Looking ahead to 2013, Hanger's next Education Fair and National Meeting will take place at the Rio All Suite Hotel & Casino in Las Vegas, Nevada.

About Hanger Orthopedic Group, Inc.: Founded in 1861 by the first amputee of the Civil War, Hanger (NYSE: HGR), headquartered in Austin, Texas, is the world's premier provider of services and products that enhance human physical capability. Hanger provides orthotic and prosthetic patient care services, distributes O&P devices and components and provides therapeutic solutions to the broader post-acute market. After a six-month celebration of its 150th anniversary, on February 1, 2012 Hanger unveiled a comprehensive new brand identity to position the company for the future. Subject to shareholder approval at the Company's annual shareholder meeting in May 2012, the new brand includes renaming the parent company from Hanger Orthopedic Group, Inc. to "Hanger", and referring to the patient care business as "Hanger Clinic" (formerly Hanger Prosthetics and Orthotics). For more information on Hanger and the new brand, visit www.hanger.com.

###

Jennifer Bittner, Hanger Orthopedic Group
904-249-4210, jbittner@hanger.com

Krisita Burket, Hanger Orthopedic Group
904-249-0314, kburket@hanger.com

For more stories like this, visit www.hanger.com/aboutus/newsroom, www.Facebook.com/HangerNews, and www.Twitter.com/HangerNews.