



Orthofix International Enters Spinal Deformity Correction Market With New Product Introduction

BOSTON, Oct 04, 2010 (BUSINESS WIRE) -- Orthofix International (NASDAQ: OFIX) (the Company) today announced the launch of a new spinal deformity correction module based on the successful Firebird^(TM) pedicle screw system which its Spinal Implants Division introduced last year.

"With our new deformity correction system we are now able to provide our surgeon customers with a state-of-the-art treatment option for their patients suffering from conditions such as scoliosis and kyphosis," said Alan Milinazzo, President and CEO of Orthofix. "This is an important addition to our broad portfolio of spinal implants, one that improves our competitive position in the spine market."

The unique design of the system's new Direct Vertebral Rotation (DVR) device provides surgeons with the opportunity to combine rod reduction and direct vertebral rotation in one low profile instrument, and is also intended to provide quicker intraoperative assembly and disassembly when compared to other deformity correction systems available. The new Firebird deformity correction module is currently in limited market release, and Orthofix expects to begin its full market release during the first quarter of 2011.

The portion of the U.S. spinal deformity correction market that Orthofix's new device is designed to address is estimated to be approximately \$500 million annually.

Orthofix will feature its new deformity correction system during its attendance at the upcoming 2010 North American Spine Society (NASS) conference on Orlando, FL starting on October 5th. During the conference the Company will also provide several clinical and surgical presentations. The schedule of these presentations is available at <http://www.orthofix.com/hcp/nass.asp>.

About Orthofix

Orthofix International, N.V. is a global medical device company offering a broad line of minimally invasive surgical, and non-surgical, products for the spine, orthopedic, and sports medicine market sectors that address the lifelong bone-and-joint health needs of patients of all ages-helping them achieve a more active and mobile lifestyle. Orthofix's products are widely distributed around the world to orthopedic surgeons and patients via Orthofix's sales representatives and its subsidiaries, including BREG, Inc. and via partnerships with other leading orthopedic product companies. In addition, Orthofix collaborates with leading medical institutions such as the Musculoskeletal Transplant Foundation, the Orthopedic Research and Education Foundation, and The University of Medicine and Dentistry of New Jersey. For more information about Orthofix, please visit www.orthofix.com.

SOURCE: Orthofix International, N.V.

Orthofix International, N.V.
Dan Yarbrough, 617-912-2903
Vice President of Investor Relations
danyarbrough@orthofix.com

Copyright Business Wire 2010