



Orthofix International Awarded Contract to Provide Cold Therapy Products to NOVAPLUS Members

LEWISVILLE, Texas--(BUSINESS WIRE)-- Orthofix International N.V. (NASDAQ:OFIX) (the Company) today announced that its sports medicine division, Breg®, has signed a contract with Novation to be the exclusive manufacturer of cold therapy products for NOVAPLUS®, the private label brand of Novation. With over 35,000 members, Novation is the largest group purchasing organization in the United States. The contract was effective as of November 1, 2010.

"We are delighted to continue our business relationship of the past five years with Novation and provide the members they serve with our market-leading cold therapy products through the NOVAPLUS label," said Alan Milinazzo, President and CEO of Orthofix.

"Under the terms of this agreement, the members served by Novation will have access to the latest cold therapy technology, and receive preferred pricing on Breg cold therapy products through the NOVAPLUS label," said Brent Gee, at Novation, Senior Director, NOVAPLUS Brand Management.

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 is collaborating in R&D partnerships with leading medical institutions such as the Musculoskeletal Transplant Foundation, the Orthopedic Research and Education Foundation, the University of Medicine and Dentistry of New Jersey and the National Osteoporosis Institute. For more information about Orthofix, please visit www.orthofix.com. For more information about Breg Sports Medicine, visit www.breg.com.

About Novation

Founded in 1998, Novation is the leading health supply contracting company for more than 25,000 members of VHA, Inc. and the University of HealthSystem Consortium (UHC), two national health care alliances, and 5,500 members of Provista, LLC., representing 28,000 sites. Novation provides alliance members contract and price management and spend management services. Based in Irving, TX, Novation develops and manages competitive contracts with more than 600 suppliers. VHA, UHC and Provista members used Novation contracts to purchase nearly \$37.8 billion in 2009.

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