ZIMMER BIOMET

Zimmer Persona® Personalized Knee System Selected As 2014 MDEA Finalist

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WARSAW, Ind., May 7, 2014 /PRNewswire/ -- *Persona*®, The Personalized Knee System from Zimmer, has been named a category finalist for the 2014 Medical Design Excellence Awards (MDEA), the premier awards program for the medical technology industry.

Entries are judged by an impartial panel of medtech experts; the MDEA jury is comprised of a balance of practicing doctors, nurses, and technicians alongside industrial designers, engineers, manufacturers, and human factors experts. MDEA jurors comprehensively review entries based on the following criteria: the ability of the product development team to overcome all challenges so the product meets its clinical objectives; innovative use of materials, components, and processes; user-related functions improving healthcare delivery and changing traditional medical attitudes or practices; features providing enhanced benefits to the patient and end-user in relation to clinical efficacy; manufacturing cost-effectiveness and profitability; and healthcare system benefits such as improved accessibility, efficacy, or safety, in addition to providing attention to a critical unmet clinical need.

"It is an incredible honor to be named a finalist for MDEA," said Stephen E. White, Senior Vice President and General Manager, Knees, for Zimmer. "We believe it is recognition of the expertise, effort and energy across the Zimmer Knee team that went into making this product a success for surgeons, institutions and, most importantly, patients. With the *Persona* System, Zimmer has truly redefined knee replacement. The *Persona* Knee offers an unparalleled combination of experience and range of innovative features and technologies, in a product system that achieves superior levels of personalization."

The *Persona* Knee System features a number of Zimmer's proprietary advances in orthopaedic technologies, including biologic fixation and long-term stability from its *Trabecular Metal*™ Technology, and antioxidant protection from its *Vivacit-E*® Vitamin E Highly Crosslinked Polyethylene bearing surfaces. To most effectively deliver these advances, Zimmer developed a number of intelligent instrument technologies in support of the *Persona* Knee System, including:

- *Zimmer*® Patient Specific Instruments, which use pre-operative MRI images to create customized surgical instruments in order to help improve implant replacement
- *iASSIST*™ Knee, *The Personalized Guidance System*™, a wireless technology that provides intuitive, accurate intraoperative feedback and alignment verification at the surgical site
- *eLIBRA*® Dynamic Knee Balancing System, which enables precise rotation of the femoral components to facilitate efficient and reliable soft tissue balancing

Additional features of the *Persona* System include comprehensive sizing with finer increments; proprietary shim trialing technology; and unique *Natural Tibia*™ shape.

Zimmer introduced *Persona*, The Personalized Knee System, at the 2013 American Academy of Orthopaedic Surgeons Annual Meeting. The introduction came after an extensive research and development process, throughout which it worked with more than 50 orthopaedic surgeons worldwide and utilized analytics from both genders and 1,500 different bone types from 26 different ethnicities.

Bronze, silver and gold medal winners for the 2014 MDEA program will be announced June 11 in New York City as part of MD&M East, which is taking place June 9-12.

About the Company

Founded in 1927 and headquartered in Warsaw, Indiana, Zimmer designs, develops, manufactures and markets orthopaedic reconstructive, spinal and trauma devices, dental implants, and related surgical products. Zimmer has operations in more than 25 countries around the world and sells products in more than 100 countries. Zimmer's 2013 sales were approximately $4.6 billion. The Company is supported by the efforts of more than 9,000 employees worldwide. More information about Zimmer is available at www.zimmer.com.

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