



RiTract Limited

KEY EXECUTIVE APPOINTMENT TO DRIVE NORTH AMERICAN MARKET DEVELOPMENT

RiTract Limited is pleased to announce the appointment of Mr Troy Kohut to the position of Executive Vice President, Global Sales and Marketing. Mr Kohut will drive RiTract's North American market development strategy. The key priority will be the creation of a distributor network for RiTract products in the USA and Canada and the commencement of the FDA product approval process.

As the former Managing Director of Frost & Sullivan Australia, with responsibilities to develop the Asia / Pacific region, Mr Kohut has successfully established the Australasian business following on from his previous success in establishing the Texas, USA office which now employs over 200 staff and has been a key driver in the company's USA growth strategy. Frost & Sullivan, a world leading market research and growth consulting company has a total of 15 offices in 11 countries.

Over the last eight years, through his background in Occupational Health & Safety and his research activities specifically into safety syringes and devices, Mr Kohut has amassed unrivalled knowledge about the safety syringe and associated safety medical devices market globally.

Mr Rupert Northcott, Managing Director of RiTract said " We believe Troy's experience and knowledge of global markets will greatly enhance our ability to focus on the key market opportunities and establish the most effective distribution partners for the range of RiTract safety products."

Commenting on his decision to join RiTract, Mr Kohut said "After reviewing the various companies and products available I believe that RiTract is in an excellent position to lead the safety products market globally. Not only is the Company's retractable syringe a strong product, RiTract's strategy to provide an across the board solution to all types of needlestick injuries with an innovative product portfolio sets it apart from its competitors and creates exciting opportunities for the company in all of the world's key markets."

For more information please contact Rupert Northcott on (02) 8923 2512 or Sharon Williams at Taurus Marketing on (02) 9415 4528.