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THE KEY GROUP ANNOUNCES 2013 U.S. SPORTS MEDICINE ORTHOPEDIC PRODUCTS MARKET ASSESSMENT AND BRAND REPORT

March 4, 2013—Baltimore, Maryland—The Key Group Inc., a leading global healthcare market research firm specializing in primary research and market intelligence announced the release of its 2013 U.S. Sports Medicine Orthopedic Products Market Assessment and Brand Report. This annual report will provide an in-depth analysis of products and brands used for a number of Orthopedic Sports Medicine procedures including: knee, shoulder, small joint and hip in both the hospital and FOSC facilities. Areas such as brand equity and loyalty measurements by key competitors, industry trends and customer recall of advertising, promotional and sales activities will be part of the report.

With data from over 300 Orthopedic Surgeons, the report provides robust, quantitative, and statistically valid information with end user reported trends and contemporary product market shares.

“Based on feedback from the medical device industry professionals that we have worked with over the years there is a real need for accurate data from physicians that quantifies the actual ‘voice of the customer’. True market share and trending statistics are critical for orthopedic products companies to understand the competitive landscape and build a reliable forecasting model,” says Tim Mafale, President of the Key Group. “We believe the unique value provided by our Sports Medicine Orthopedic Products Market Assessment and Brand Report will make it a key resource for orthopedic marketing professionals.”

About the Key Group

The Key Group, Inc. (www.keygroupresearch.com) was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieved their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client side global brand/product/business unit management and market research experience.

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