

**For Immediate Release**

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**Stryker Instruments and M3 Design Receive 2011 Medical Design Excellence Award**

Austin, TX (April 8, 2011)---Stryker Instruments and M3 Design today announced their design for the *Mill* is among the 37 innovative products chosen to receive a 2011 Medical Design Excellence Award. The *Mill* is used to aid in the preparation of bone graft during spinal surgery. The design team behind this Stryker Instruments award winning surgical tool will be featured in the April issue of *Medical Device and Diagnostic Industry* magazine and honored at a 2011 Medical Design & Manufacturing (MD&M) East conference award ceremony in New York City this June.



The Medical Design Excellence Awards competition ([www.MDEAwards.com](http://www.MDEAwards.com)) is organized and presented by UBM Canon (Los Angeles) and is the only award program to exclusively recognize contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions that improve healthcare delivery and change traditional medical attitudes or practices, features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges to meet clinical objectives.

A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics.

“The award winning *Mill* is a testament to the partnership between M3 Design and Stryker,” said Mickey Noonan, VP of Global Product Excellence at Stryker Instruments. “Great people working together deliver great results!”

“This was an outstanding collaboration between Stryker and M3 Design,” said Terry Branson, President and Founder of M3 Design. “They had a lot of trust that our product development expertise would help them break into this previously untapped product category.”

The Mill quickly morselizes harvested bone into consistently sized grafts to aid in bone growth and fusion. The unique single-pass cutting action ensures bone graft viability and consistency while minimizing manipulation time and temperature exposure.

The 2011 Medical Design Excellence Award winners will be honored at a presentation ceremony on Wednesday, June 8, 2011 in New York City’s Jacob K. Javits Convention Center.

About M3 Design: M3 Design is a product development firm founded in 1996. They craft and execute product development strategies for leading technology-based companies including Emerson, Stryker, and Dell. For more information about M3 Design, please visit [www.m3design.com](http://www.m3design.com)

About Stryker: Stryker is one of the world's leading medical technology companies and is dedicated to helping healthcare professionals perform their jobs more efficiently while enhancing patient care. The Company provides innovative orthopedic implants as well as state-of-the-art medical and surgical equipment to help people lead more active and more satisfying lives. For more information about Stryker, please visit [www.stryker.com](http://www.stryker.com)

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