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ORTHOPEdic PRACTICE LAUNCHES NEW NAME, NEW LOOK, NEW AD CAMPAIGN

Methodist Sports Medicine Center Changes Name, Logo, Web Site and Advertising to Showcase Comprehensive Orthopedic Services

(Indianapolis, IN) – May 14, 2007 – To best reflect its position as Central Indiana’s premier provider of comprehensive orthopedic services, Methodist Sports Medicine Center today announced its new name — Methodist Sports Medicine / The Orthopedic Specialists — and the launch of a new advertising campaign.

“We’ve built our reputation in sports medicine as team physicians for the Indianapolis Colts and others, but we also have a long history of caring for athletes and non-athletes with musculoskeletal injuries and conditions, no matter what their age or activity level,” said Art Rettig, M.D., orthopedic surgeon and founding partner of the practice. “In the past year, we’ve added four new orthopedic surgeons with specialties including spine, joint replacement, arthritis, and foot and ankle, and we’ll be adding a fifth orthopedic surgeon this summer. After more than 20 years in Indianapolis, we remain leaders in new technologies, procedures and research.”

Methodist Sports Medicine / The Orthopedic Specialists’ new name, logo, Web site (www.methodistsports.com) and advertising campaign honor the clinic’s heritage of excellence in sports medicine and communicate the full breadth and depth of the clinic’s expanding orthopedic services. The practice’s 18 fellowship-trained physicians and team of physical therapists and athletic trainers specialize in sports medicine; sports performance; spine; shoulder; rehabilitation; pediatric sports medicine; knee; joint replacement and arthritis; hip; hand, wrist and elbow; foot and ankle and concussion management.

To add to the excitement, Methodist Sports Medicine / The Orthopedic Specialists’ new print and broadcast advertising campaign launches on May 14 and features Colts’ players Dallas Clark and Jeff Saturday.

“We are energized about everything that’s going on with Methodist Sports Medicine / The Orthopedic Specialists, and we hope our patients will be, too,” said Peter Sallay, M.D., orthopedic surgeon, partner and president of the group. “As a part of this community for more than 20 years, we want everyone to know that while we’re changing our name, our delivery of world-class, personalized orthopedic care remains the same.”

About Methodist Sports Medicine / The Orthopedic Specialists

Methodist Sports Medicine / The Orthopedic Specialists, a Clarian Health partner, is Central Indiana's premier provider of comprehensive orthopedic services and has built its reputation on excellence in orthopedics and sports medicine for more than 20 years. Official team physicians for many high school, college and professional teams, including the NFL's Indianapolis Colts, 100 percent of Methodist Sports Medicine / The Orthopedic Specialists' physicians are fellowship-trained and leaders in new technologies, procedures and research. For more information, visit www.methodistsports.com or call 317.817.1200.

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