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## Avantis Medical Systems Declares Colon Cancer Free Zone

### ***Company Partners with American Cancer Society to Encourage Employees to Receive Colonoscopy Screening Exams.***

SUNNYVALE, California – March 6, 2009 – Avantis Medical Systems, Inc., a technology leader in developing novel chip-on-catheter digital medical imaging devices, today declared its corporate offices as an American Cancer Society Colon Cancer Free Zone. As a Colon Cancer Free Zone, Avantis Medical pledges its support to the American Cancer Society's goal of promoting colonoscopy screening exams for everyone at high risk for the disease.

"Avantis Medical is proud to declare itself a Colon Cancer Free Zone," said Scott Dodson, president and CEO of Avantis Medical. "We are a medical device company with a technology, the Third Eye® Retroscope®, that helps endoscopists to see more polyps during colonoscopy exams. It is especially important to us that all of our employees follow the screening guidelines recommended by the leading gastroenterology professional organizations and the American Cancer Society."

Declaring itself a Colon Cancer Free Zone is one of the many events that the company plans to hold to bring attention to National Colorectal Cancer Awareness Month in March.

#### **About the Third Eye® Retroscope® and Avantis Medical Systems, Inc.**

*Avantis Medical Systems, Inc. markets the Third Eye Retroscope, an FDA cleared, single-use catheter-based camera indicated for use with a standard colonoscope to provide an additional view of the colon for diagnostic and detection purposes. Deployed through the instrument channel of a standard colonoscope, Third Eye provides the physician with a backward view to complement the colonoscope's forward view of the lining of the colon. The device is commercially available to physicians who perform colonoscopies.*

*The Third Eye is the first technology cleared by the FDA to enhance polyp detection when used in conjunction with colonoscopy. The Third Eye has been shown in clinical studies to help physicians find 13.0% more polyps than a colonoscope alone.<sup>1</sup> Another recent study involving more than 10,000 cancer patients showed that standard colonoscopy missed many more polyps and cancers in the right-side of the colon than in the left side.<sup>2</sup> The Third Eye has been shown to be equally effective in detecting polyps on both the right-side and the left-side of the colon, when compared to the colonoscope alone.<sup>3</sup>*

*Avantis Medical is focused on delivering cost effective solutions for improved detection and prevention of cancers of the gastrointestinal tract. The company has an extensive portfolio of patents covering innovative devices based on the convergent technologies of micro-chips, enhanced video processing and catheter based delivery systems. For more information, visit [www.AvantisMedical.com](http://www.AvantisMedical.com).*

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<sup>1</sup> Waye, J.D.; Rex, D.K.; et al. The Third Eye Retroscope Auxiliary Endoscopy System Improves Detection of Polyps in the Colon – A Prospective Efficacy Evaluation. Endoscopy Supplement No. I(40): A24, OP1111, 2008.

<sup>2</sup> Baxter, N.N.; Goldwasser, M.A.; Paszat, L.F.; Saskin, R.; Urbach, D.R.; Rabeneck, L. To evaluate the association between colonoscopy and CRC deaths. Annals of Internal Medicine 150:1-8, 2009.

<sup>3</sup> Study on file with Avantis Medical Systems, Inc.