



Avantis Medical Systems Announces New CFO and New VP of R&D

SUNNYVALE, Calif. (May 15, 2009) - Avantis Medical Systems, Inc., a technology leader in developing novel chip-on-catheter digital imaging devices, today announced two key hires to its senior management team.

Dan George has joined the company as Chief Financial Officer. Dan has provided a broad range of financial consulting services such as debt and equity financing, long term financial planning and internal control and technical accounting guidance for several venture funded medical device companies. Prior to consulting, Dan was the Senior Director of Finance for FoxHollow Technologies (acquired by ev3) during which time the company conducted a U.S. commercial launch and initial public offering. Previous to that, Dan worked at PricewaterhouseCoopers in the assurance and business advisory practice. Dan holds B.S. degrees in both Accounting and Finance from California State University, Long Beach. Dan replaces Larry Tannenbaum, who passed away.

In addition, the company announced that Chad Roue has joined as Vice President, Research and Development. For the last four years, Chad has been the Vice President of Research and Development for Aspire Medical, focused on the development of implants for the treatment of obstructive sleep apnea. In this role Chad and his team identified strategic opportunities, collaborated with leading physicians on product requirements and trained key luminaries in both pre-clinical and IDE processes. Prior to Aspire, Chad led the technical development efforts at ev3 with multiple teams developing stroke prevention devices. Chad also lead development teams at Target Therapeutics and SciMed Lifesystems (both acquired by Boston Scientific) and has over 25 patents granted with multiple US and OUS applications pending. Chad received his degree from the University of Minnesota in Metallurgical Engineering. Chad replaces Lex Bayer, who left Avantis Medical to found a start-up in the Internet micropayments space.

“We are thrilled to have both Chad and Dan join our team. They each bring a wealth of experience and technical know-how to the function that they now lead at Avantis Medical. As we continue to expand markets for the Third Eye® Retroscope®, we will benefit from their depth of knowledge in developing and supporting medical devices,” said Scott Dodson, President & CEO of Avantis Medical.

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

Avantis Medical Systems, Inc. markets the Third Eye Retroscope, an FDA-cleared, disposable, 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, the 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 only technology cleared by the FDA to enhance polyp detection when used in conjunction with colonoscopy. Although colonoscopy is the gold standard for preventing colon cancer by finding and removing polyps and other lesions, clinical literature documents that up to approximately 12-

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24% of polyps can be missed during examination.^{1 2 3} The Third Eye has been shown in clinical studies to help physicians find 13.0% more polyps than a colonoscope alone.⁴

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 or www.ThirdEyeRetroscope.com.

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CONTACTS:

Avantis Medical Systems
Jennifer Havlek
(408) 636-7200
jhavlek@avantismedical.com

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