



Avantis Medical Systems Announces New Chairman of the Board

SUNNYVALE, Calif. (August 17, 2009) - Avantis Medical Systems, Inc., a technology leader in developing novel chip-on-catheter digital imaging devices, today announced that medical device industry veteran and current independent Board Member Matthew Jenusaitis was elected Chairman of the Board. Fred Seddiqui, previous Chairman of the Board, remains on the Board.

“We appreciate all that Fred has done for Avantis Medical and are delighted that he has agreed to remain on the Board to continue to give us his guidance and support. Without Fred’s leadership, Avantis Medical would not be where it is today,” Scott Dodson, President and Chief Executive Officer, said. “I also am delighted that Matthew has agreed to assume the responsibilities of Chairman. He has a wealth of operational experience and is without question extremely well-versed in both the day-to-day and strategic operations of a business. His leadership will help me craft and execute Avantis Medical’s future strategy as we continue the commercial launch of the Third Eye Retroscope.”

“Avantis Medical has a truly unique and exciting technology that addresses a significant unmet clinical need, which is missed lesions during colonoscopy. The Third Eye® Retroscope® has been shown to significantly increase the number of adenomas and polyps seen during an exam, relative to a standard colonoscope alone.” said Matthew Jenusaitis the new Chairman. “In addition to the company’s important technology, I’m also delighted to have the opportunity to work with this outstanding management team and distinguished board of directors.”

Matthew joined the Avantis Medical Board in April 2009. He is currently President and CEO of OCTANe, an innovation developer and technology accelerator for Orange County, CA. Matthew has more than 20 years experience working for medical device companies, including eV3, Boston Scientific and Baxter Healthcare.

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 12-24% of polyps can be missed during examination.^{1 2 3} The Third Eye has been shown in clinical studies to help physicians find 13.2% more polyps than a colonoscope alone.⁴

¹ Pickhardt, P.J.; Nugent, P.A.; Mysliwiec, P.A.; et al. Location of adenomas missed by optical colonoscopy. *Annals of Internal Medicine* 141(5):352-360, 2004.

² Pabby, A.; Schoen, R.E.; Weissfeld, J.L.; et al. Analysis of colorectal cancer occurrence during surveillance colonoscopy in the dietary Polyp Prevention Trial. *Gastrointestinal Endoscopy* 61(3):385-391.

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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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³ Rex, D.K.; Cutler, C.S.; Lemmel, G.T.; et al. Colonoscopic miss rates of adenomas determined by back-to-back colonoscopies. *Gastroenterology* 112(1):24-28, 1997.

⁴ 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.