

PRESS INFORMATION

Expanding the business of EndoTherapy devices through the metallic stent market in Europe, the US and parts of Asia

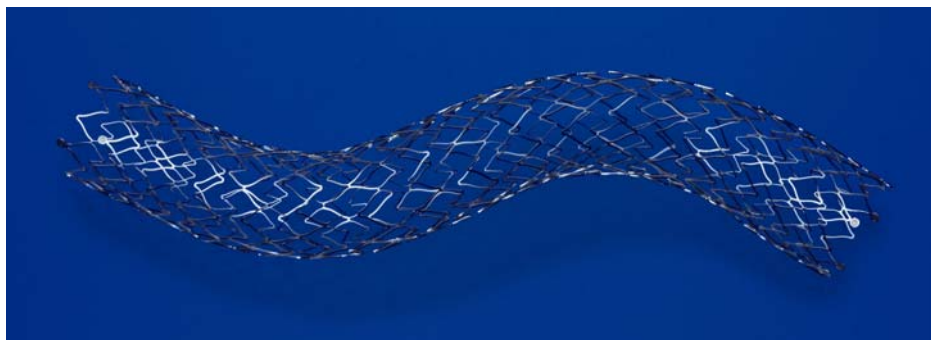
Olympus Medical Systems in collaboration with Medinol Ltd. announces the release of the X-Suit NIR[®], a biliary metallic stent featuring exceptional anatomic conformability

March 18, 2009 - Olympus Medical Systems Corporation (President: Haruhito Morishima) in collaboration with Medinol Ltd. announces the release of the X-Suit NIR[®], a biliary metallic stent featuring exceptional anatomic conformability. This device will launch in Europe and parts of Asia on March 27th 2009 followed by the US on April 24th 2009. In Japan and other territories the product will be launched after obtaining marketing approval from the regulatory authorities.

The president of Olympus Medical Systems Corporation, Haruhito Morishima, declared: "I am pleased to announce that we will soon be launching a new metallic stent which is an essential component of endoscopic treatment for biliary duct lesions. This product is the fruit of years of groundwork in collaboration with an Israeli company, Medinol. The product offers both excellent radial force and flexibility, which are crucial requirements for the stents. We can confidently recommend this high-quality stent system to our customers."

Olympus, as a leading company of gastrointestinal endoscopes, has commercialized a variety of duodenal endoscopes and therapeutic devices for the pancreatic biliary tract to support the diagnosis and treatment of associated diseases and to meet the needs of users. Olympus will continue to enhance its range of metallic stents and expand the business by offering comprehensive value in EndoTherapy devices.

The X-Suit NIR[®] is a medical device made of a metallic mesh tube that is placed for dilating a stenosis within a vessel of the human body (i.e., blood vessel, bile duct, esophagus, trachea, and so on).



X-Suit NIR[®] Biliary Metallic Stent

The X-Suit NIR[®] biliary metallic stent has three main features:

Unique cell geometry, called NIRflex[™] Cell Design, using a shape-memory alloy

The NIRflex[™] Cell Design, with alternating narrow strut rings and wide strut rings, gives the stent superior radial force and high flexibility, which are key requirements for a metallic stent.

In addition, thanks to the peak-to-valley cell construction ensures the stent surface remains smooth and point-free even when bent at a sharp angle, while the closed cell construction ensures that the struts are fully apposed to the bile duct wall.

Moreover, there is virtually no foreshortening after the stent is released from the delivery catheter, and the stent can be placed precisely at the target position.

Superior radial support and high flexibility

The wide strut rings provide outstanding radial support, and the narrow strut rings function to release the force applied cross-sectionally in the longitudinal axis direction, giving the stent excellent flexibility. This enables the stent to fit any bile duct, even if highly curved, without buckling, and reduces the risk of restenosis.

Outstanding insertion and stable deployment performance of stent delivery catheter

The delivery catheter with its optimal tapering shape and hardness of the distal tip facilitates insertion into the papilla and passage through a stenosis in a bile duct. Also, the intermediate tube minimizes variations of the inner diameter even when the catheter is bent, allowing excellent deployment at a constant force from start to finish.

Corporate data of Medinol Ltd.

Name: Medinol Ltd. (www.medinol.com)

Established: 1992

CEO: Dr. Judith Richter

Address: Bldg. 7, Entrance A, 5th floor Kiryat Atidim, PO Box 58165,

Tel. Aviv, 61581, Israel

Number of employees: Approximately 200

Activities: Development and manufacturing of metallic stent and stenting systems for all medical applications.

Note: The company names and product names specified in this release are the trademarks or registered trademarks of each company.

For questions or additional information, please contact:

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