



October 9, 2012

EDAP Appoints Experienced Lithotripsy Expert to Increase U.S. Sales

Strengthens Sales Team In Line With Strategy to Focus on U.S. Urology Market

LYON, France, Oct. 9, 2012 (GLOBE NEWSWIRE) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in therapeutic ultrasound, announced today the appointment of Bill Brown as U.S. based Senior Sales Manager. Mr. Brown joins EDAP's U.S. team to enhance the market penetration of the Company's Sonolith i-move extracorporeal lithotripsy (ESWL) system, expand U.S. lithotripsy sales initiatives, and begin to prepare for potential U.S. Food and Drug Administration (FDA) approval of the Company's Ablatherm-HIFU (High Intensity Focused Ultrasound) device.

Mr. Brown has 20 years of experience in the medical field and more than ten years of success in selling lithotripsy devices in the U.S. market. Mr. Brown is closely connected to the U.S. urology community, and he brings to EDAP his expertise and knowledge of the market as well as his relationships with its key opinion leaders.

Marc Oczachowski, Chief Executive Officer of EDAP TMS, commented, "I am very pleased to welcome Bill to our team. His proven track record of expanding sales in the mature lithotripsy marketplace strengthens the positioning of our innovative Sonolith i-move device in the U.S. market. We remain focused on our U.S. oriented strategy and continue to build our team here. Beyond lithotripsy, we are preparing to further address the prostate cancer market should the Ablatherm-HIFU be approved in the U.S."

Mr. Brown added, "I welcome the new challenge in my career. With the Sonolith i-move, EDAP has developed an innovative, modular device with superior ultrasound localization and significant power to treat urinary stones. I am excited to be a part of the EDAP sales team, and look forward to helping EDAP expand their presence in the U.S. market with their existing and new technologies for both lithotripsy and HIFU."

Sonolith i-move is a compact lithotripter with a revolutionary infrared stereo-vision system for real-time, three-dimensional ultrasound localization of urinary stones. With its various modular configurations, Sonolith i-move will replace Sonolith Praktis, an earlier generation lithotripter, and complements the Company's high-end Sonolith I-sys lithotripter, an integration of x-ray and ultrasound localization systems. Sonolith i-move received European (CE) approval in April 2010, Japanese approval in June 2011 and U.S. marketing clearance in August 2011.

The Company remains on track to file its Premarket Approval (PMA) with the U.S. FDA in the fourth quarter of 2012.

About EDAP TMS SA

EDAP TMS SA develops and markets Ablatherm(R), the most advanced and clinically proven choice for high-intensity focused ultrasound (HIFU) treatment of localized prostate cancer. HIFU treatment is shown to be a minimally invasive and effective treatment option with a low occurrence of side effects. Ablatherm-HIFU is generally recommended for patients with localized prostate cancer (stages T1-T2) who are not candidates for surgery or who prefer an alternative option, or for patients who failed radiotherapy treatment. Approved in Europe as a treatment for prostate cancer, Ablatherm-HIFU (High Intensity Focused Ultrasound) is currently undergoing evaluation in a multi-center U.S. Phase II/III clinical trial under an Investigational Device Exemption (IDE) granted by the FDA, the ENLIGHT U.S. clinical study. The Company also is developing this technology for the potential treatment of certain other types of tumors. EDAP TMS SA also produces and commercializes medical equipment (the Sonolith(R) range) for treatment of urinary tract stones using extra-corporeal shockwave lithotripsy (ESWL). For more information on the Company, please visit <http://www.edap-tms.com>, and <http://www.hifu-planet.com>.

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Source: EDAP TMS SA

News Provided by Acquire Media