EDAP Appoints U.S. Vice President of Sales and Marketing

Enhances Strategy to Drive U.S. Sonolith I-Sys Device Sales

LYON, France, Jan 6, 2010 (GlobeNewswire via COMTEX News Network) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in therapeutic ultrasound, announced today the appointment of Kenneth Jeffrey Howell as U.S. based Vice President of Sales and Marketing. Mr. Howell will be responsible for leading U.S. commercialization efforts for the Company's Sonolith I-Sys lithotripsy device. Cleared by the FDA in August 2009, EDAP recently received its first Sonolith I-Sys sales order from a major U.S. lithotripsy company HealthTronics Inc.

Mr. Howell joins EDAP with nearly 25 years of urology-related medical device sales and marketing experience at the management and executive levels of several leading U.S. urology companies, including HealthTronics, Inc. and Dornier. Prior to joining EDAP, Mr. Howell served as National Director of Sales & Business Development at LISA Laser USA, a leading global manufacturer of medical laser systems for urology, orthopedic surgery, ENT and dermatology. Mr. Howell has a proven track record of expanding sales in the urology industry, with repeated success in establishing and developing new business in this mature marketplace.

Marc Oczachowski, Chief Executive Officer of EDAP, commented, "The addition of Jeff to the EDAP team is a clear milestone for our company, and we are pleased to welcome him as our U.S. Vice President of Sales and Marketing. Given his significant experience in the field of urology and more specifically in Lithotripsy, combined with a successful track record and deep understanding of the urological U.S. device market, Jeff will immediately drive our Sonolith I-Sys commercialization initiatives in the United States and position EDAP to effectively and rapidly penetrate the U.S. lithotripsy market."

Jeff Howell, EDAP's U.S. Vice President of Sales and Marketing, added, "I am very excited about the opportunity to lead the Company's commercialization efforts for the Sonolith I-Sys lithotripsy device in the U.S. market. EDAP is a very well established company worldwide and I look forward to a successful future in the U.S."

About EDAP TMS SA

EDAP TMS SA develops and markets Ablatherm, 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 multicenter U.S. Phase II/III clinical trial under an Investigational Device Exemption 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 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, http://www.hifu-planet.com and http://www.pcaresearch.com.

Forward-Looking Statements

In addition to historical information, this press release contains forward-looking statements that involve risks and uncertainties. These include statements regarding the company's growth and expansion plans. Such statements are based on management's current expectations and are subject to a number of uncertainties, including the uncertainties of the regulatory process, and risks that could cause actual results to differ materially from those described in these forward-looking statements. Factors that may cause such a difference include, but are not limited to, those described in the company's filings with the Securities and Exchange Commission. Ablatherm-HIFU treatment is in clinical trials, but not FDA-approved or marketed in the United States.

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