March 18, 2009

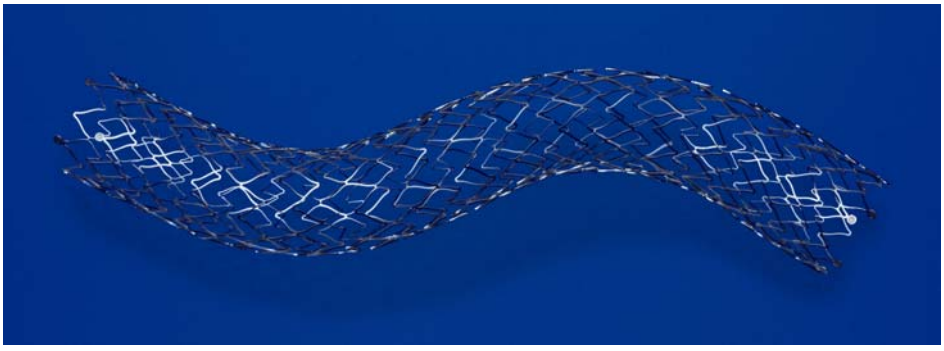
Olympus Medical Systems in collaboration with Medinol announces the release of the X-Suit NIR®, biliary metallic stent featuring exceptional anatomic conformability to Europe , the US and parts of Asia.
—Expanding the business of EndoTherapy devices through the metallic stent market—

Olympus Medical Systems Corp. (President: Haruhito Morishima) in collaboration with Medinol Ltd. (Tel Aviv, Israel, CEO: Judith Richter) announces the release of the X-Suit NIR® , biliary metallic stent[*1] . Featuring exceptional anatomic conformability, this device will launch in Europe and the parts of Asia on March 27th 2009 followed by the US on April 24th 2009. The product will be launched in Japan and other territories around the world after obtaining marketing approval from the respective regulatory authorities.

Olympus, as a leading company of gastrointestinal endoscopy, has commercialized a variety of duodenal endoscopes and therapeutic devices for the pancreatic biliary tract to support the diagnosis and treatment of pancreatic biliary 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.

[*1] Metallic stent : 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, etc.)

- Main features of the X-Suit NIR®
  1. Unique cell geometry, called NIRflex™ Cell Design, using a shape-memory alloy
  2. Superior radial support, high flexibility and high conformability.
  3. Outstanding insertion and stable deployment performance of stent delivery catheter



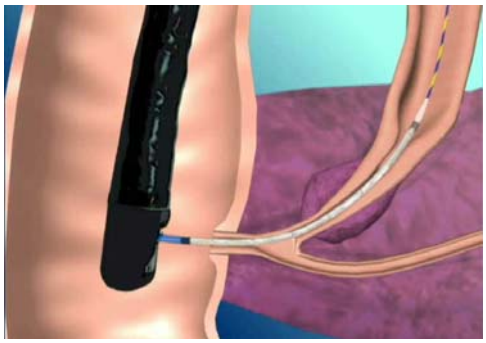
X-Suit NIR® Biliary Metallic Stent

- Haruhito Morishima, President, Olympus Medical Systems Corporation.

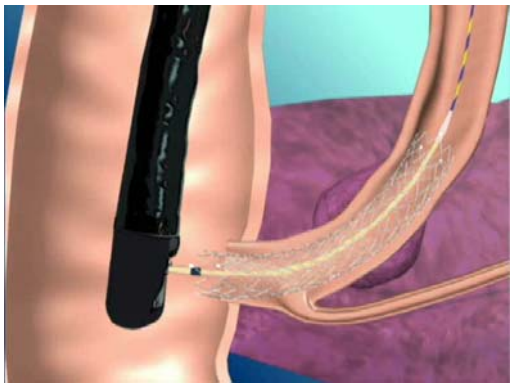
  "I am pleased to announce that we will soon be launching a new metallic stent which is an essential component of endoscopic treatment for biliary duct lesions. This product is the fruit of years of groundwork in collaboration with an Israeli company, Medinol. The product offers both excellent radial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

● Technique for deploying a biliary metallic stent

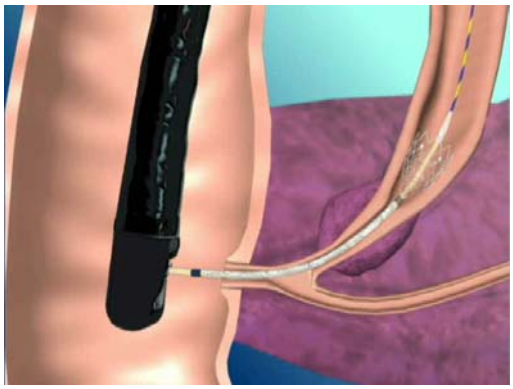
1. Advance the delivery catheter over a guidewire through the working channel of the duodenoscope and into the papilla. Use fluoroscopic and endoscopic visualization to place the stent across the stenotic area.



2．The stent is deployed by manually operating the delivery catheter, while maintaining the position of the stent under fluoroscopic imagery.



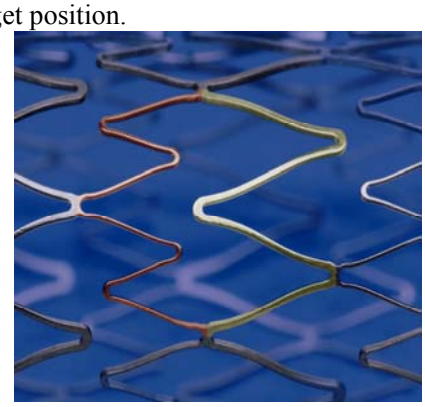
After deployment of the stent



During deployment of the stent

●Main features

1. 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, the stent surface remains smooth without excessive flare-out even when deployed at a sharp bend, while the closed cell construction ensures that the struts are fully apposed to the bile duct wall. Moreover, there is virtually no foreshortening during the release of the X-Suit NIR® from the delivery catheter, and the stent can be placed precisely at the intended target position.



「NIRflex™ Cell Design」

2. Superior radial support and high flexibility
The unique combination of rings with Wide struts and rings with narrow struts allows for outstanding radial force resisting recoil, without compromising the superb longitudinal flexibility and conformability. This enables the stent to fit any bile duct, even if highly curved, without buckling, and reduces the risk of restenosis.

3. Outstanding insertion and stable deployment performance of stent delivery catheter
The delivery catheter with its optimal tapered 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.

●Specifications

Stent diameter	Stent length	Working length of delivery catheter
φ8mm	40mm	1900mm
	60 mm	
	80 mm	
	100 mm	
φ10mm	40 mm	1900 mm
	60 mm	
	80 mm	
	100 mm	

●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 stents and stenting systems for all medical applications.