



## **EDAP German HIFU Tours Generate New Interest in Ablatherm-HIFU**

### **Six-City Tour Generates Awareness, Training Demand for Ablatherm-HIFU Therapy**

### **EAU Congress Interest Advances German Market Growth**

LYON, France, March 23 /PRNewswire-FirstCall/ -- EDAP TMS S.A. (NASDAQ: EDAP), the global leader in High Intensity Focused Ultrasound (HIFU) treatment of prostate cancer and the international leader in the development, production, and distribution of a wide portfolio of minimally invasive medical devices primarily for the treatment of urological diseases announced success following its first-ever HIFU Tour designed to educate medical professionals in a peer group setting. The tour visited Bremen, Berlin, Gottingen, Cologne, Stuttgart and Munich generating participation by more than 80 urologists, primarily in private practice. The company is presently meeting with urologists at the EAU Congress in Berlin where more than 300 urologists have already attended the groundbreaking live broadcast of an Ablatherm-HIFU session presented from a remote user site. As the top HIFU Company in Europe, interest at the Congress surpasses even last year's pivotal launch event as Ablatherm moves toward standard of care status.

Marc Oczachowski, COO of EDAP, stated, "Our goal with the HIFU Tour is to increase treatments. Seeing more than 80 doctors in Germany commit their own time to learn more about Ablatherm will drive future treatments with new center launches and increased referrals to treating sites. Germany is the largest potential HIFU market in Europe for localized prostate cancer. EDAP has more than 33 centers already committed to Ablatherm, making care widely available and driving awareness."

Fabrice Romano, Communication Director for EDAP, stated, "This event was a strong success, especially as EDAP's first peer group marketing program. Doctors made a clear commitment to immerse themselves in three hours of Ablatherm-HIFU education provided by local expert users. This interactive program confirms EDAP's credibility, market dedication and clinical excellence. The sessions were greeted with great enthusiasm by the doctors, a key indication of Ablatherm's broader market acceptance and opportunity ahead. At the end of the Tours, many doctors were convinced of EDAP's indisputable strong outcomes and were ready to begin treatment training or referrals."

"The HIFU Tour was a real success as a first-ever group peer education event," said Judith Johannsen, General Manager of the company's German subsidiary. "It clearly confirmed that our strategy to implement peer-to-peer education will drive new center adoption and treatment increases based on the top quality of Ablatherm care. We will continue to organize strong events to convert more urologists and convince them to use HIFU directly or refer their patients to HIFU sites conveniently located near their clinics."

The EDAP sales team will work with sites wanting to establish direct treatment under the company's innovative RPP program. With three Ablatherm- HIFU devices touring Germany on a mobile basis, EDAP is the only HIFU company able to provide easy and immediate access to any urologist interested in offering HIFU therapy to their patients. The company also continues its aggressive education campaign to grow interest among urologists and educate patients. Further HIFU Tours will occur in France and Italy to accelerate growth in those established HIFU markets.

About EDAP TMS S.A.

EDAP TMS S.A. 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. The company is also developing this technology for the potential treatment of certain other types of tumors. EDAP TMS S.A. also produces and commercializes medical equipment for treatment of urinary tract stones using Extra-corporeal Shockwave Lithotripsy (ESWL).

For more information on the Company, contact Magnolia Investor Relations at (972) 801-4900, the Corporate Investor Relations Dept at +33 (0)4 78 26 40 46 or see the Company's Web sites at <http://www.edap-tms.com> and <http://www.hifu-planet.com> .

To sign up for alerts please visit:

<http://www.b2i.us/irpass.asp?BzID=1053&to=ea&s=0>

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 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 yet FDA approved or marketed in the United States.

CONTACT: EDAP TMS S.A.	Magnolia Investor Relations
Blandine Confort	Matt Kreps
+33 4 78 26 40 46	972 801 4900

CONTACT: Blandine Confort of EDAP TMS S.A., +33-4-78-26-40-46; or Matt Kreps of Magnolia Investor Relations, +1-972-801-4900, for EDAP TMS S.A.

Web site: <http://www.edap-tms.com/>  
<http://www.hifu-planet.com/>  
<http://www.b2i.us/irpass.asp?BzID=1053&to=ea&s=0/>