



## **EDAP to Exclusively Distribute Medical Measurement Systems Urodynamic Products in Japan**

### **Validates EDAP's Leadership in Urodynamics on the Territory**

LYON, France, March 28, 2011 (GLOBE NEWSWIRE) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in therapeutic ultrasound, announced today that it has signed a distribution agreement with Medical Measurement Systems B.V. (MMS) to distribute MMS' urodynamic diagnostic products in Japan.

Under the agreement with MMS, EDAP will be the exclusive distributor in Japan for the MMS urology product portfolio, one of the largest global markets for urology. MMS' products complement the lithotripsy portfolio being distributed by EDAP in Japan. The agreement provides EDAP's sales force in Japan with an expanded product portfolio focused on urology that will allow it to leverage its expertise and expand their market presence across the country.

Wilfried Woesthuis, Director of Sales and Marketing of MMS, stated, "We are pleased to enter into this distribution agreement with EDAP. We view the Japanese urology market as one of the most important export markets for our urodynamic product range and EDAP affords us the optimal entry point to leverage this opportunity. EDAP's lithotripsy product line perfectly interfaces with our measurement systems to diagnose urinary incontinence and bladder outlet obstruction. EDAP and MMS will have the strengths and capabilities to become the sole market leader for addressing urology diagnostics and treatments in Japan."

Jean-Francois Bachelard, President and CEO of EDAP TMS's subsidiary in Japan, commented, "The distribution agreement with MMS will allow our expanded sales force in Japan to sell a broader range of urology products in one of the largest medical device markets. We will continue to capitalize on our well established direct network to bring innovative and complementary urology devices to market."

### **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 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>.

### **About Medical Measurement Systems B.V.**

MMS has been producing urodynamic systems for more than 20 years, including Alpha<sup>TM</sup>, Solar<sup>TM</sup>, Solar Blue<sup>TM</sup> Urodynamic Systems and Flowmaster<sup>TM</sup> and Flowstar<sup>TM</sup> Uroflowmetry products. MMS has an outstanding reputation for product development and innovation. Their engineers, sales and marketing teams have daily contact with practicing nurses and physicians all over the world, enabling MMS to develop diagnostic systems that exactly meet the needs of today's healthcare professionals. The main corporate office of MMS is located in Enschede, the Netherlands, where all products are designed and tested to comply with American and European medical safety regulations as well as international quality standards. Global distribution takes place through branch offices in the United States, Germany and The Netherlands and a worldwide network of highly qualified distributors who sell and service MMS systems to university, public and private hospitals in more than 70 countries.

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Source: EDAP TMS SA

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