



EDAP Enhances Ablatherm-HIFU European Marketing Strategy

LYON, France, Sep 23, 2009 (GlobeNewswire via COMTEX News Network) -- EDAP TMS S.A. (Nasdaq:EDAP), the global leader in therapeutic ultrasound, announced today the launch of an intensified communication and education strategy in France, aimed at increasing physician and patient awareness of Ablatherm-HIFU as a therapeutic option for localized prostate cancer.

Preceding "Prostate Cancer Day" in France on September 15, 2009, EDAP together with Institut Mutualiste Monsouris, (IMM), Paris, organized a press conference inviting journalists to attend a live Ablatherm-HIFU treatment demonstrating the clear benefits of HIFU's minimally invasive approach, including the robotic remote access of the technology and the short treatment time. The treatment demonstration was followed by a "Questions and Answers" session with Pr. Guy Vallancien, Head of Urology Department at IMM. Pr. Vallancien, a user of Ablatherm for more than 14 years, pointed out the clinical superiority of the device as a safe and proven treatment option. Pr. Vallancien spoke about the potential of utilizing HIFU technology to perform focal treatment on the prostate, targeting only the malignant areas of the prostate. The organ therefore would be fully preserved allowing for normal erectile and urinating functions.

Pr. Pascal Rischman, Chairman of the French Association of Urology (AFU) and head of the Urology Department at Rangueil University Hospital in Toulouse also participated in the press meeting. He confirmed the benefits of Ablatherm-HIFU for patients with localized prostate cancer who are unable to undergo or refuse surgery or have failed radiotherapy. In addition, he officially announced the launch of a clinical study by the French Association of Urology to evaluate the use of Ablatherm-HIFU as a focal approach for the treatment of localized prostate cancer. The study aims to demonstrate the significant benefits, minimal side effects and patient preservation of quality of life after HIFU treatment.

In addition to expanding its communication effort to drive increased awareness of Ablatherm-HIFU across Europe, EDAP highlighted its technology at the Annual Congress of the German Society of Urology (DGU), from September 16-19, 2009. During the DGU event, EDAP organized seven HIFU workshops where current Ablatherm-HIFU experts presented clinical results and shared their experiences utilizing HIFU non-invasive applications. A dedicated HIFU training course for nurses was also organized. The workshops were very successful and well attended demonstrating the growing interest for Ablatherm-HIFU technology.

Marc Oczachowski, Chief Executive Officer of EDAP TMS, stated, "I am pleased with our continued marketing strategy in Europe. We are partnering with dedicated specialized public relation agencies to further drive physician adoption as well as increase patient awareness of Ablatherm-HIFU's minimally invasive, safe and proven treatment profile. We remain dedicated to offering patients access to our Ablatherm-HIFU treatment option and continue our efforts to educate and increase awareness within our key markets."

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> 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 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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