



## EDAP Expands Japan Sales Force

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Focus on World's Largest Lithotripsy Market

Installs First Sonolith i-sys in Japan

LYON, France, Oct. 7, 2010 (GLOBE NEWSWIRE) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in therapeutic ultrasound, announced today that it has strengthened its sales force in Japan. The expansion is part of a strategic initiative to address the opportunity in one of the largest worldwide markets for the treatment of urinary stones (lithotripsy).

Earlier this year, EDAP received Japanese Administration marketing approval for its fully integrated and robotized Sonolith i-sys lithotripsy device. With this approval, EDAP implemented a marketing plan that included expansion of its sales force and increased marketing activities. Two senior sales professionals recently joined EDAP, bringing their long-term sales experience and strong track-record in the lithotripsy business, together with their leading position in their respective Japanese territories.

Jean-Francois Bachelard, President of EDAP Technomed Co Ltd in Tokyo, commented, "We are very enthusiastic about the strategic addition of the two senior lithotripsy sales professionals. Together with our current sales experts, we are well positioned to address the strong demand for technologically advanced devices from major clinical centers and university hospitals across Japan."

EDAP recently placed its first Sonolith i-sys lithotripter at the Hitachi Naka Hospital, located in Mito, in the Urology Department headed by Dr. Yoshii, who has significant experience with lithotripters for the treatment of urinary stones.

Dr. Yoshii commented, "I have been impressed by the quality of clinical outcomes produced by EDAP's Sonolith i-sys device. Stones are rapidly and fully disintegrated, with minor to no pain for the patient and very low side effects post procedure. We are all very enthusiastic about adding the Sonolith i-sys to our therapeutic arsenal."

Marc Oczachowski, EDAP's Chief Executive Officer, added, "We are very excited in moving forward our proactive marketing strategy to capitalize on global opportunities for our established lithotripsy business. We are strengthening our sales team and bringing innovative products to major markets as we aim to generate sales revenue and take market share from our competition."

### 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>.

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