



## **EDAP Retains The Ruth Group as Investor Relations Counsel**

LYON, France, Jan. 24, 2008 (PRIME NEWSWIRE) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in High Intensity Focused Ultrasound treatment of prostate cancer, announced today that it has retained The Ruth Group as its investor relations agency to further enhance its communications with investors.

The Ruth Group ([www.theruthgroup.com](http://www.theruthgroup.com)) will work to increase awareness of EDAP's corporate focus and growth strategy across the investment community.

Marc Oczachowski, EDAP TMS Chief Executive Officer, commented, "The Ruth Group's expertise, contacts and strategic counsel in investor relations and in the medical device sector will add significant value to our efforts to increase visibility within the financial and medical community. We look forward to leveraging their expertise as we continue to make progress on developing the most advanced and clinically proven choice for High Intensity Focused Ultrasound (HIFU) treatment of localized prostate cancer."

### 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. The company is also 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).

### About The Ruth Group

Consistently ranked as one of the top U.S. financial IR/PR agencies, The Ruth Group, based in New York, focuses on serving the communications needs of business services, REITs, healthcare, biotechnology, financial services, semiconductor, and technology companies. Services include investor relations, public relations, management counsel, corporate positioning, pre-IPO public relations programs, media relations and venture capital relations.

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.

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