



EDAP Launches Enhanced Communication Plans at SIU Paris Congress

LYON, France, Sept. 10 /PRNewswire-FirstCall/ -- EDAP TMS S.A. (Nasdaq: EDAP), the global leader in High Intensity Focused Ultrasound (HIFU) treatment of prostate cancer and a major global provider of stone breaking products, launched its newly enhanced communication and education programs for Ablatherm-HIFU and its stone breaking products at the Societe Internationale d'Urologie (SIU) Congress in Paris running September 3-5, 2007, gathering more than 3,000 urologists and surgeons. SIU is a complementary event to renowned American Urology Association (AUA) and European Association of Urology (EAU). SIU though is the only truly international professional organization for urology and publishes the journal "Urologie" in which EDAP has previously presented groundbreaking HIFU research in treatment of localized prostate cancer.

EDAP was actively present at SIU to consolidate contacts with emerging non-European or US markets where interest for the company's products and technology is increasing. EDAP's booth presence highlighted Ablatherm[®]-HIFU as well as the company's new high-end Sonolith[®] I-sys product and the associated distributed intracorporeal LMA Stonebreaker[®] device.

The company has fielded numerous inquiries about its highly acclaimed and anticipated Sonolith I-sys lithotripsy unit, a new high-end device for kidney stone treatment. The I-sys answers market demand for top-of-the-line lithotripsy products with all the features and brings EDAP back to the forefront in lithotripsy technology. Hosted visits for customers will begin in Lyon in October at HEH, one of Europe's premier urology hospitals and a major EDAP research center. The new marketing and communication program was officially launched at the SIU providing the urologists with newly designed very informative product brochures and visuals to promote the Sonolith I-sys and its multiple options.

Jerome Lavaure, Marketing Director, added: "During this event, we also launched the Ablatherm-HIFU enhanced marketing and communication plan which focuses on the role of the urological surgeon. Surgeons who offer the Ablatherm-HIFU option as a part of their clinical practice guide one of the most advanced robotic prostate cancer therapy devices available today. In offering the Ablatherm option, surgeons can go the extra mile giving localized cancer patients more treatment options and greater ability to preserve quality of life. We launched adapted communication materials including new dedicated brochures, booklets and associated messages to strengthen our positioning and capture the urological surgeon's interest."

EDAP users presented various posters and podium sessions on Ablatherm-HIFU at the SIU that confirmed superior clinical outcomes already addressed.

Dr. Conort from Hopital la Pitie Salpetriere, Paris, France, presented one poster on the outcomes of a multicentric study carried out with four university Hospitals in Paris. The study concluded that after one Ablatherm session, immediate outcomes and at six months, in terms of tolerance, were very good and remained stable. This study confirmed the very low side effects of Ablatherm-HIFU therapy as a robotized approach using proven protocols, automated safeties, and excellent ultrasound quality. In light of this prospective national study, Dr. Bensadoun, from University Hospital of Caen, France, presented a monocentric study performed on 304 patients corroborating the above very positive outcomes. These results were presented at a podium session where the urologist team from Caen shared its experience and clinical results with urologists.

Dr. Thuroff, from Harlaching Hospital in Munich, Germany, presented two videos reporting Munich's 11 years of experience with more than 1,600 treatments the largest single site experience. Many topics were covered including history, development, physical background, indications, side effects, contraindications, application, and clinical results. This presentation concluded that Ablatherm-HIFU learning curve is less than 10 patients, all safety features and treatment protocols being fully automated allows for highly reproducible results and offers a user friendly and safe treatment approach for the surgeon. This is to be compared with the use of the robotic assisted laparoscopic radical prostatectomy system which requires up to 100-200 cases to obtain satisfactory continence, margins and potency outcomes. This multi-institutional results survey was presented on a separate poster during the SIU.

Finally, Dr. Bensadoun, from Caen, also presented at a podium session the successful outcomes of Ablatherm-HIFU therapy for patients with radiotherapy failures. The presentation confirms that operative complications remain moderate and outcomes are encouraging. As a result Ablatherm-HIFU offers an attractive alternative after radiation failure for prostate cancer, where so far no other treatments can be offered to patients.

With more than 150 worldwide sites, more than 13,000 treatments and accelerating global usage, EDAP and Ablatherm-HIFU are the global leader in HIFU for prostate cancer with the lion's share of the European market pursuing Ablatherm technology. EDAP is also expanding the prostate cancer indications for which Ablatherm is a standard of care through added clinical

studies documenting success in later stage cancers using Ablatherm with chemotherapy combinations and using dedicated Ablatherm protocols safely for patients with thicker rectal walls or larger prostates.

"The centennial SIU Congress displays EDAP's clear commitment to giving urology surgeons the very best equipment and options in treating their patients with proven, safe and effective protocols producing statistically consistent outcomes," said Marc Oczachowski, CEO of EDAP. "EDAP is at the leading edge of urology for both stones and prostate cancer. SIU is the perfect venue to address the growing interest for Ablatherm-HIFU in new markets around the world. We anticipate future launches in new markets in the months ahead based on the interest now being demonstrated in this advanced technology."

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 (469) 362-5960, 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 | 469 362 5960 |

SOURCE EDAP TMS S.A.