



EDAP Heightens Participation in Global Urology Congresses

Supports Strategic Marketing Initiatives by Strong Presence at Major Events

LYON, France, Aug 31, 2010 (GlobeNewswire via COMTEX News Network) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in therapeutic ultrasound, announced today that it will actively pursue its communication, education and marketing strategy by participating in select highly-regarded worldwide urology events.

Earlier this month, EDAP highlighted its technologies at the Asian Congress of Urology. In September, EDAP's sales and marketing team will participate in the 28th World Congress of Endourology and Shock Wave Lithotripsy (WCE & SWL), to be held in Chicago-Hotel Sheraton on September 1-3, 2010. Five abstracts will be presented specifically on the use of Ablatherm-HIFU as primary care and salvage for prostate cancer and the positive results achieved.

HIFU is clearly becoming a regarded minimally invasive option for urology pathologies. This position is reflected by other speakers at the WCE & SWL who are planning to refer to HIFU technology in addressing focal therapy of prostate cancer, in discussing HIFU's approach to tumors beyond prostate or in comparing HIFU to existing robotic approaches. Pr. Christian Chaussy, Munich, Germany, a long-term experienced Ablatherm-HIFU user, will be moderating a debate on focal therapy for prostate cancer, addressing clinical trial options to validate this promising enhanced therapeutic approach.

Throughout September 2010, EDAP will pursue its communications and marketing efforts during the European Urology Week, to be held on September 13-17 2010. EDAP will be sponsoring public relations programs in Europe aimed at raising public awareness about prostate cancer and Ablatherm-HIFU positive outcomes.

On September 22-25, 2010, EDAP TMS Germany based subsidiary will be attending the 62nd Annual Congress of the German Society of Urology (DGU) to be held in Dusseldorf, Germany (booth # 4.14), where EDAP's new compact lithotripter Sonolith i-move will be showcased. EDAP will also take this opportunity to present and launch a new multi-centric HIFU Study among Ablatherm-HIFU German users, allowing registration of their clinical results into EDAP's global Registry database.

Marc Oczachowski, Chief Executive Officer of EDAP TMS, commented, "Our sales and marketing teams remain very much committed to implementing focused marketing initiatives and in promoting our technologies. We will continue to actively work with the Urology community to position HIFU as the preferred solution to address prostate cancer and particularly its ability to focally approach localized prostate cancer tumors."

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>.

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