



## **EDAP Highlights Ablatherm-HIFU and Sonolith I-Sys Devices At European Association of Urology Congress**

### **Sales and Marketing Initiatives Continue to Drive Product Adoption**

LYON, France, April 3, 2008 (PRIME NEWSWIRE) -- EDAP TMS SA (Nasdaq:EDAP), the global leader in therapeutic ultrasound, reported today its two flagship devices, Ablatherm-HIFU and next generation Sonolith I-Sys, were showcased at the 23rd Annual European Association of Urology (EAU) Congress, the world's largest Urology event, together with the American Association of Urology. The three-day event attracted over a record number 10,000 delegates to Milan, Italy from March 26-29, 2008.

During EAU, over 20 urologists observed live demonstrations of Ablatherm-HIFU treatments at Monza and Milan hospitals where the technology is regularly offered to patients. These focused educational live demonstrations served as an excellent and proven means to directly address physician interest and to further demonstrate the advantages of HIFU as a proven option for patients. Physicians were able to assess the technology and its robotized approach, while also evaluating the patient benefits in comparison to more invasive treatment procedures. These live treatments were successfully performed by expert Ablatherm-HIFU physician users and reflected EDAP's unique Ablatherm product as the clinically proven choice for high-intensity focused ultrasound (HIFU) treatment of localized prostate cancer.

In addition to the live demonstrations, Ablatherm-HIFU's clinical superiority in terms of efficacy, safety, and long-term data was highlighted and discussed during a poster session entitled, "Advances in the Management of Non-Surgical Treatment of Localized Prostate Cancer," presented by six Ablatherm experts. The session, principally focused on Ablatherm's technology and benefits, confirmed EDAP's unique device as the most advanced and well-positioned HIFU option offered to patients with prostate cancer today.

EDAP also took the opportunity at EAU to gather over 100 Ablatherm users. EDAP's new "@-REGISTRY" Ablatherm Treatment program was officially presented to Ablatherm users with a very positive response to this centralized database that compiles all patient outcomes resulting from Ablatherm-HIFU treatment. The program launch will strengthen the demonstration of the long-term effectiveness of primary and salvage HIFU treatment. Resulting publications will be used to solidify and further define the role of HIFU as a proven and valid technology in the modern urology practice.

Marc Oczachowski, EDAP's Chief Executive Officer, said, "The EAU Congress is a premier urological event every year and provided us with an excellent forum to showcase the advantages of non-invasive ultrasound treatment to both current and potential European users. We continued to be successful in increasing the awareness and adoption of our products by presenting extensive clinical results, peer-to-peer interactions among urologists, and live demonstrations of Ablatherm-HIFU's proven technology."

Mr. Oczachowski continued, "We are extremely pleased with the enthusiasm displayed for EDAP's full product suite from the urological community at the Congress. Both of our products generated very strong interest as initial feedback from the urological community indicated that the Sonolith I-Sys is a novel robotized device that will be regarded as the new benchmark for the comparative assessment of next-generation lithotripters. The interest among our current expert physician users and the urologists that attended live Ablatherm-HIFU treatments further validated the proven track record of the product and heightened its visibility to potential new users. We remain enthusiastic about the continued rolling out of our sales and marketing program which was very well received at the EAU Congress. Our strategic focus continues to be on driving demand and increasing awareness of our Ablatherm-HIFU solution for prostate cancer treatment through these aggressive sales and marketing initiatives."

#### 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> and <http://www.hifu-planet.com> or <http://www.urotoday.com>.

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