



EDAP Reports Three New RPP Sites in New German Regions

PR Marketing & Education Programs to Expand

LYON, France, July 23 /PRNewswire-FirstCall/ -- EDAP TMS S.A. (Nasdaq: EDAP), the global leader in High Intensity Focused Ultrasound (HIFU) treatment of prostate cancer, continues to penetrate the German HIFU market. Recent activities including the company's successful HIFU tour and regional congress presence continue to sign the largest regional centers as Ablatherm-HIFU users. The company's marketing and education programs are increasing center traffic with patients inquiring about HIFU therapy.

EDAP sees a growing patient population being treated in most German HIFU centers in the first half of 2007 compared to 2006, primarily driven by the aggressive and effective patient outreach with EDAP's public relations company in Hamburg. Results include two press conferences, a TV show and more than 30 articles on Ablatherm-HIFU in the German public press reaching a readership of 32 million. The PR campaign increased visits on the German HIFU Planet Website over 400% in the course of 10 months.

Judith Johannsen, Director of EDAP GmbH in Germany, commented, "Due to educational programs, like regular HIFU Tours organized in hospitals and 10 publications about HIFU in German medical press like German Urology and Oncology Journals in the last 12 months we face an increasing interest from urologists in hospitals in HIFU therapy with Ablatherm."

EDAP recently signed three new mobile Revenue Per Procedure (RPP) contracts with large clinics and hospitals, mainly prostate cancer populations in regions where HIFU has not been locally available to date.

EDAP signed Hansekllinikum Stralsund GmbH under the direction of Dr. Bernhard Heider as a mobile RPP site. The first HIFU center in the area, Stralsund is a large Urology center in northeast Germany near the Baltic Sea. Dr. Heider successfully performed the first HIFU treatments in early July. EDAP and Hansekllinikum Stralsund also conducted a HIFU Tour workshop that day where referring doctors heard about the long-term experience with Ablatherm HIFU from Dr. Pfeiffer from Asklepios Klinikum in Hamburg.

Ablatherm services will also begin this summer at Robert-Koch-Krankenhaus Gehrden, part of the group "Region Hannover GmbH," under the direction of Dr. Schick and Dr. Schedl. Hannover is in the heart of Germany, and the hospital is the first HIFU user in this area. The decision to launch was accelerated because of the successful HIFU Symposium hosted during the North German congress last April in Hannover.

Dr. Schedl commented: "We will introduce HIFU with Ablatherm to complete our portfolio for the treatment of prostate cancer, primarily for the treatment of localized indications and as a salvage therapy for residual cancer. Ablatherm is a minimally invasive solution with high benefits for patients. It offers a curative option for specific individuals under established indications and needs."

Ablatherm-HIFU treatments will also begin this summer at Klinikum Kempten-Oberallgaeu under direction of Dr. Gumpinger and Dr. Bayer. This is a huge urology department situated in the south of Germany, not far from Lake Constance. This is again the first HIFU center in the region.

Johannsen commented: "We are definitely expanding our HIFU business in Germany. With these three new RPP contracts, EDAP introduced Ablatherm-HIFU in regions that were not offering this option to patients with prostate cancer. Our motivated sales force is doing a great job and strongly focused on providing each region of Germany with accessibility to this therapy for patients seeking solutions that will maintain quality of life."

"We are very pleased to see that our newly recruited senior experienced sales team is delivering and is being successful in opening new Ablatherm-HIFU centers in Germany," said Marc Oczachowski, CEO of EDAP. "Our dedicated efforts in marketing and education programs are being rewarded as we see an increase in patient traffic at sites offering Ablatherm-HIFU in Germany. We look forward to continued success in the largest market in Europe for prostate cancer."

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 (972) 801-4900, 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>.

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<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.

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