



18 October 2006

OPTISCAN ENDO-MICROSCOPES RECEIVE STRONG MEDIA COVERAGE FROM AUSTRALIAN GASTROENTEROLOGY WEEK (AGW)

The Optiscan-Pentax endo-microscope received strong media coverage including television news stories and several radio and newsprint reports released in association with Australian Gastroenterology Week (AGW) held in Adelaide last week.

The news stories, which appeared on a number of Network Ten and ABC Television News bulletins and numerous radio news services, reported recent progress in the use of endo-microscopes in the diagnosis and management of Coeliac's disease.

Dr Rupert Leong, from Bankstown-Lidcombe Hospital in Sydney, reported that his studies show that endo-microscopy enables reliable diagnosis, staging and assessment of disease activity and response to treatment in sufferers of the disease. In addition, he reported at AGW that the ability to report the results to the patient at the time of the procedure rather than waiting for delayed pathology results was likely to have significant benefits in managing the condition.

During AGW Dr Leong also performed two live endo-microscopy procedures. These were conducted at Royal Adelaide Hospital and transmitted to the Adelaide Convention Centre to an audience of over 200 Australian gastroenterologist and medical professionals.

Endo-microscopy featured in several other presentations given by prominent gastroenterologists at the meeting, relating to other conditions including Barrett's esophagus, stomach cancer, colorectal cancer and ulcerative colitis.

Background

Optiscan is a global leader in microscopic imaging technologies for medical markets.

Optiscan's unique and patented technologies enable high-powered microscopes to be miniaturised and used inside the body. The technology enables microscopic imaging of up to 1000 times magnification to be achieved. Doctors can use the technology to instantly see cellular level details of tissue without the requirement to surgically remove tissue (biopsy).

Pentax has been licensed by Optiscan to use its patented miniaturised microscope technology in the world's first fully functional flexible endo-microscope, which was released for sale into the global market earlier this year.

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