



OPTISCAN CANCER DIAGNOSIS TRIAL RESULTS RECEIVE INDEPENDENT INDUSTRY VERIFICATION

The significance of cancer diagnosis trial results from the new flexible endo-microscope, jointly developed by Optiscan and Pentax, has been recognised by the prestigious international medical journal, *Gastroenterology*.

The article entitled “Confocal laser endoscopy for diagnosing intraepithelial neoplasias and colorectal cancer *in vivo*” was submitted jointly by Mainz University in Germany and Cabrini Hospital investigators in Melbourne. The key finding was that the presence of neoplastic changes (early stage, treatable cancers) could be predicted with high accuracy by confocal laser endoscopy (Sensitivity 97,4%; Specificity; 99,4%; Accuracy: 99,2%).

Gastroenterology is the top international peer-reviewed journal in the field of gastrointestinal medicine. It is arguably the most effective medium for communicating with the world’s gastroenterologist community, who are the target market for Optiscan’s new product.

The article has been nominated for rapid publication, which means it is considered to be breaking news that warrants priority over other clinical studies.

“This is a very significant achievement for market acceptance of Optiscan’s flexible endo-microscope technology”, said Matthew Barnett, CEO Optiscan. “Publication of this article by the pre-eminent peer-reviewed journal for gastroenterologists is an important independent verification of the medical utility of our instrument.”

The publication represents an important step in the process of introduction of new technology. Optiscan has consistently stated that the path to market acceptance will be through early adoption of the technology by opinion leaders. This publication, and others expected to follow, represent achievement of an important milestone in the new product roll out.

“*Gastroenterology*’s credibility and reach into our target market will significantly raise awareness and interest in the new instrument ahead of full product release.” Mr Barnett said.

The article is available on-line to subscribers or for purchase at the journal’s website, <http://www2.gastrojournal.org/scripts/om.dll/serve?action=searchDB&searchDBfor=iss&id=jgast0000>.

Background – Peer Reviewed Articles

The process of assessment for publication in peer-reviewed medical journals is a rigorous one. Articles to be considered for publication are independently assessed by an anonymous panel of experts in the field. They form a judgement on the scientific rigor of the work, the significance of the findings, and how urgently or otherwise it should be published and brought to the attention of their international readership. Optiscan's new technology has clearly achieved a high score on all counts from these independent reviewers.

Gastroenterology is the Official Journal of the American Gastroenterological Association (AGA). The AGA has 14,000 members, which includes leading physicians, surgeons and pathologists.

Background – Optiscan & Pentax

Optiscan is a global leader in the development of microscopic imaging for medical devices.

Optiscan's unique and patented technologies enable high-powered confocal 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 is the second largest producer of flexible endoscopes in the US\$850M pa global flexible endoscope market.

Gastroenterologists use flexible endoscopes to view inside the gastro intestinal tract. They are an essential piece of equipment in the screening, early diagnosis and treatment of colon, large intestine, stomach and oesophageal cancers and pre-cancers.

Pentax has partnered with Optiscan to license its patented miniaturised microscope technology and develop the world's first fully functional flexible endo-microscope.

Pentax's flexible endo-microscope combines existing industry standard endoscope functionality and Optiscan's unique microscopic imaging technology into one instrument. Doctors have two screens, one with the regular view (approximating 10 times magnification) and one showing the microscopic detail from Optiscan's technology (1000 times magnification).

Market release and commencement of sales of the product by Pentax is expected to occur in the current half year.

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