



## **Avantis Medical Systems Announces Participation in the American College of Gastroenterology 2009 Annual Scientific Meeting**

**SUNNYVALE, Calif.** (October 20, 2009) - Avantis Medical Systems, Inc., a technology leader in developing novel chip-on-catheter digital imaging devices, today announced that the Company is scheduled to participate in the American College of Gastroenterology 2009 Annual Scientific Meeting, October 23 to October 28, 2009, in San Diego, CA.

The American College of Gastroenterology is a recognized leader in educating GI professionals and the general public about digestive disorders. Its mission is to serve the evolving needs of physicians in the delivery of high quality scientific, humanistic and cost-effective health care to gastroenterology patients. Avantis Medical will be exhibiting on the show floor at Booth #1917.

More information about the conference can be found at <http://www.acg.gi.org/acgmeetings/>.

### **About the Third Eye® Retroscope® and Avantis Medical Systems, Inc.**

Avantis Medical Systems, Inc. markets the Third Eye Retroscope, an FDA-cleared, disposable, catheter-based camera indicated for use with a standard colonoscope to provide an additional view of the colon for diagnostic and detection purposes. Deployed through the instrument channel of a standard colonoscope, the Third Eye provides the physician with a backward view to complement the colonoscope's forward view of the lining of the colon. The device is commercially available to physicians who perform colonoscopies.

The Third Eye is the only technology cleared by the FDA to enhance polyp detection when used in conjunction with colonoscopy. Although colonoscopy is the gold standard for preventing colon cancer by finding and removing polyps and other lesions, clinical literature documents that up to approximately 12-24% of polyps can be missed during examination.<sup>1 2 3</sup> The Third Eye has been shown in clinical studies to help physicians find 13.2% more polyps than a colonoscope alone.<sup>4</sup>

Avantis Medical is focused on delivering cost effective solutions for improved detection and prevention of cancers of the gastrointestinal tract. The company has an extensive portfolio of patents covering innovative devices based on the convergent technologies of micro-chips, enhanced video processing and catheter based delivery systems. For more information, visit [www.AvantisMedical.com](http://www.AvantisMedical.com) or [www.ThirdEyeRetroscope.com](http://www.ThirdEyeRetroscope.com).

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<sup>1</sup> Pickhardt, P.J.; Nugent, P.A.; Mysliwiec, P.A.; et al. Location of adenomas missed by optical colonoscopy. *Annals of Internal Medicine* 141(5):352-360, 2004.

<sup>2</sup> Pabby, A.; Schoen, R.E.; Weissfeld, J.L.; et al. Analysis of colorectal cancer occurrence during surveillance colonoscopy in the dietary Polyp Prevention Trial. *Gastrointestinal Endoscopy* 61(3):385-391.

<sup>3</sup> Rex, D.K.; Cutler, C.S.; Lemmel, G.T.; et al. Colonoscopic miss rates of adenomas determined by back-to-back colonoscopies. *Gastroenterology* 112(1):24-28, 1997.

<sup>4</sup> Wayne, J.D.; Rex, D.K.; et al. The Third Eye Retroscope Auxiliary Endoscopy System Improves Detection of Polyps in the Colon – A Prospective Efficacy Evaluation. *Endoscopy Supplement No. I(40): A24, OP1111*, 2008.

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