



listening...and delivering solutions

5976 Heisley Road
Mentor OH 44060

phone 440 / 639.4494

fax 440 / 639.4495

customer service 800 / 769.8226

www.usendoscopy.com

FOR IMMEDIATE RELEASE



US Endoscopy named a Winner of the 2011 Medical Design Excellence Awards

Mentor, Ohio — April, 6 2011 — US Endoscopy is a winner of the 2011 Medical Design Excellence Awards (MDEA) for the Talon™ grasping device. The Talon™ grasping device is used during gastroenterology procedures to retrieve foreign bodies or food impactions from the esophagus or stomach.

The Medical Design Excellence Awards (MDEA), recognize companies and individuals worldwide involved in the design, engineering, manufacture, or distribution of medical devices or medical packaging. The competition is intended to recognize the achievements of the many people behind the scenes of these groundbreaking innovations that are changing the face of healthcare.

“We are honored to be recognized for this great niche product. The creativity and engineering that went into this purpose built device results in more favorable patient outcomes by minimizing procedure time and risk,” said Tony Siracusa, Chief Operating Officer. “This was truly a cross functional team effort and we are proud of all our people involved.”

Presentation of the 2011 MDEA awards will take place on June 8, 2011 during a ceremony at the Medical Design & Manufacturing (MD&M) East 2011 Conference and Exposition in New York City.

About US Endoscopy

Since 1991, US Endoscopy has been a world leader in endoscopy device design and manufacturing, serving the U.S. and international gastrointestinal endoscopy markets. By listening and delivering solutions in the field of endoscopy, our unique lines of proprietary devices provide better, more enhanced product options for GI clinicians. A significant and growing portion of sales are proprietary endoscopic devices created by the company's new product development team with the guidance and direction of luminary physicians and nurses worldwide.

For more information, please visit the US Endoscopy web site at www.usendoscopy.com.

To arrange interviews concerning US Endoscopy products and services, please contact Stephanie Crock, Marketing Communications Specialist, at (440) 639-4494 x410.

###

760673 Rev.A