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**Novasys Medical Announces New Chief Executive, Scott Cramer**  
*Leader brings significant commercialization experience*

NEWARK, CALIF., March 24, 2010 – Novasys Medical, Inc., a developer of innovative therapies in women’s health, announced today that Scott Cramer has joined the Company as President and Chief Executive Officer. Mr. Cramer has a successful track record leading small companies with promising new technologies in large markets to a significant sales ramp and ultimately acquisition. His previously successful roles at Bacchus Vascular and VNUS Medical have included sales force expansion, physician adoption of breakthrough technologies in new markets and practice-building.

“We are very pleased to have someone with Scott’s extensive experience lead Novasys as it enters a stage of expected significant growth,” said C. Raymond Larkin, Chair of Novasys’ Board of Directors. Over the past 12 months, Novasys Medical has gained significant momentum in reimbursement, with approximately 70% of Medicare carriers across the country now covering the non-surgical in-office Renessa® treatment for female stress urinary incontinence.

Mr. Cramer has over 20 years of experience in general management, sales and sales management with medical device companies. Prior to joining Novasys, Scott was President and CEO of Bacchus Vascular, Inc., a company dedicated to the treatment of peripheral vascular disease. Scott successfully negotiated the sale of Bacchus to Covidien in 2009. Previously, Scott was the Senior Vice President of U.S. Sales and Account Services for VNUS, having joined VNUS in October 2000 as the Vice President of North American Sales. Mr. Cramer replaces Debra Reisensthal, who had served as Novasys’ President and CEO since 2001.

Other management changes include the addition of Damian P. “Pat” Alagia, III, MD, who joins the Company as Medical Director and Vice President of Medical Affairs. Dr. Alagia is a Board Certified Obstetrician and Gynecologist and a Fellow of both the American College of Surgeons and American College of Obstetricians and Gynecologists. In addition to his extensive clinical experience in practice building and medical devices, Dr. Alagia was the founding program director for the Minimally Invasive Surgery program at the George Washington University Hospital. During his time in clinical and academic practice Dr. Alagia worked closely as a subject matter expert with Ethicon Women’s Health and Urology. Prior to joining Novasys Dr. Alagia was the President of Safe Sedation, an anesthesia service provider to non-hospital based ambulatory surgical centers and physician offices. Dr. Alagia replaces Charles S. Carignan, MD, who served as the Company’s Chief Medical Officer until January this year.

**Female Stress Urinary Incontinence (SUI)**

SUI is the involuntary leakage of urine associated with coughing, sneezing, laughing and recreational activities. It is caused by a variety of factors---most commonly childbirth---and often restricts the social, professional, and personal lives of an estimated 15 million women in the U.S. alone. With currently available surgical and non-surgical SUI therapies, many patients and

physicians have concerns about safety, recovery, compliance and/or effectiveness. Experts estimate 80% of women with SUI thus do not seek treatment of any kind.

The FDA-cleared Renessa System includes a small probe which a physician passes through the natural opening of the urethra (transurethral). The probe gently heats the tissue in the bladder neck and upper urethra. The heat denatures the collagen in the tissue, and upon healing, the tissue becomes firmer and more resistant to leaks. The Renessa treatment can be performed in the convenience of a physician's office, or in an outpatient setting, using local anesthesia. There are no incisions, bandages or dressings required. Recovery is rapid and comfortable, with minimal post-procedure limitations. More than 350 urologists, urogynecologists and gynecologists have been trained and have performed the Renessa procedure in nearly 3,000 patients.

### **About Novasys Medical**

Novasys Medical, Inc. is a privately held, venture-backed company which develops innovative therapies in women's health. The company's initial focus is the development and commercialization of the Renessa System, a proprietary, non-surgical approach to the treatment of female stress urinary incontinence (SUI).

For more information, please visit [www.novasysmedical.com](http://www.novasysmedical.com) or call (510) 226-4060.

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