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***Renessa® Treatment for Female Incontinence Named Most Promising New Product  
Award Presented at Phoenix Conference of Medical Device CEOs***

NEWARK, CALIF., October 13, 2009 – Novasys Medical, Inc., a developer of innovative therapies in women’s health, announced today that its Renessa® non-surgical treatment for female stress urinary incontinence (SUI) was inducted into the Phoenix Hall of Fame as the 2009 Most Promising New Product at the Phoenix Medical Device and Diagnostic Conference for Chief Executive Officers. The Phoenix Awards are presented for outstanding achievement in the medical device and diagnostic industry to individuals and companies selected by industry CEOs.

“Everyone at Novasys is deeply honored by this award, particularly since we were chosen by leaders in our industry,” said Debra Reisenhel, Novasys President and Chief Executive Officer. “They know our non-surgical Renessa treatment offers women afflicted with stress urinary incontinence an opportunity to resume activities that make their lives fulfilling.”

Attorney J. Casey McGlynn who is a partner with Wilson Sonsini Goodrich & Rosati and co-founder of the Phoenix Conference, commented, “Novasys’ Renessa System joins an elite group of past award winners. That prestigious list includes large and small companies with groundbreaking technologies that changed the standard of medical care, including Conceptus’ Essure device, JNJ/Cordis’ drug eluting stent, and Boston Scientific’s (Guidant’s) implantable defibrillators.”

Beckie Robertson, Managing Director with Versant Ventures and another founder of the Phoenix Conference, remarked “The non-surgical Renessa treatment represents a true breakthrough in therapeutic options for stress urinary incontinence. Before this safe, effective, in-office treatment was available, women who failed conservative therapies such as Kegel exercises, and couldn’t accept surgical risks or a long recovery, had very few options.”

**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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