

## **Press release**

### **Hightech procedure against liver cancer**

#### **Celon AG's new method for minimally invasive treatment of liver cancer is presented for the first time to an international gathering of specialists**

Vienna, 5 March 2004 – A new multipolar technique for minimally invasive treatment of tumours has been developed by Celon AG, a company specializing in innovative medical procedures and instruments, and is presented for the first time to an international gathering of specialists at the European Congress of Radiology (ECR) in Vienna. The method, called multipolar radiofrequency induced thermotherapy (RFITT<sup>®</sup>), developed by Celon and patented worldwide, uses a local flow of current to destroy pathologically altered tissue with a high degree of precision. With this new system, it is possible for the first time to carry out precise thermal destruction of liver tumours measuring up to five centimetres in diameter. For the patient, the minimally invasive Celon method causes much less inconvenience than conventional operations because it can be performed on an outpatient basis and under local anaesthesia. Today – just a few months after being launched on the market in summer 2003 – more than 100 cancer patients have already been treated by the Celon method in around 20 hospitals across Europe.

In parallel with its appearance at the trade fair, Celon AG invites international opinion leaders and users of multipolar RFITT<sup>®</sup> to an exchange of views in the context of an international symposium. Here, initial clinical experiences and case studies will be presented and discussed, and future perspectives examined. According to Dr. Jörg-Peter Ritz, surgeon at the Berlin Charité Hospital, Benjamin Franklin Campus, "The Celon method is a very promising form of treatment for tumour patients. Not only does it have the potential to supplement surgical treatment, it is also suitable for patients for whom contraindications mean that surgery is not an option".

If the results from treatment of liver cancer continue to prove positive, the Celon method could soon also be used for tumours of the kidneys and lungs and for bone metastasis.

**About Celon AG:**

Celon AG develops and produces innovative medical techniques in the field of minimally invasive medicine. Founded in late 1999 and based in Teltow near Berlin, the company today employs more than 30 people in the areas of research and development, production, marketing and sales. With an annual growth rate of approximately 40 per cent, Celon was already running at a profit by the end of 2002. In May 2004 Olympus Winter & Ibe GmbH acquired a majority stake in the company.

Celon's success is based on its many years of in-depth experience in the field of minimally invasive thermo-technology and on numerous international patents. Dr. Kai Desinger, founder and CEO of the company, early on recognized the potential of minimally invasive surgery as an alternative to conventional surgical treatments. Hence, he adapted his invention, *bipolar radiofrequency induced thermotherapy* (RFITT®), specifically to the demands of the healthcare market.

Celon's products are distributed worldwide. Two thirds of its revenues are generated abroad, mainly in Europe and Asia. The speed of its innovation process, and the safety, flexibility and cost-effectiveness of its applications, give Celon AG a decisive edge over its competitors.

**Press contact:**

Christina Müller  
Celon AG medical instruments  
Rheinstraße 8  
14513 Teltow / Berlin  
phone: +49 (0)3328- 3519-16  
fax: +49 (0)3328- 3519-23  
e-mail: C.Mueller@celon.com  
web: www.celon.com

At the ECR, you will find us at stand #18 in Extension Expo A