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Innovative Prostate Cancer Treatment Known as Sonablate® HIFU Now Available at Third Site in India

Official Launch Ceremony at New Delhi's
Rajiv Gandhi Cancer Institute & Cancer Research Scheduled for Friday, July 17

CHARLOTTE, N.C., JULY 17, 2009—India High Intensity Focused Ultrasound Devices Private Limited (India HIFU), an affiliate of US HIFU—a worldwide leader in the development, distribution and use of minimally invasive high intensity focused ultrasound (HIFU) technologies—officially launches Sonablate® HIFU services for the treatment of prostate cancer in New Delhi's Rajiv Gandhi Cancer Institute & Research Centre (RGCI & RC) on July 17 at 7:00 p.m. at Hotel Le Meridian, Janpath, New Delhi. Local dignitaries, hospital executives and India HIFU personnel are on the evening's agenda, including:

Dr. Kiran Walia, Honorable Health Minister, Government of NCT of Delhi

Mr. D. S. Negi, CEO, RGCI & RC

Dr. A. K. Chaturvedi, Medical Director, RGCI & RC

Dr. Sudhir Rawal, Senior Consultant, Uro-Genito Surgical Oncology, RGCI & RC

Mr. Mukesh Rana, Country Manager, India HIFU

“Sonablate HIFU on initial use is very patient friendly for those who are suffering from carcinoma prostate as there is no immediate morbidity which is expected if the patient chooses radical surgery. The long term side effects are also reduced since the treatment is done by sound waves rather than radiation,” said Dr. Sudhir Rawal, who has performed Sonablate HIFU in India already and will continue at RGCI & RC. “The treatment is most convenient as the patient is admitted only for one day and, since there is no blood loss during procedure, can return to work very quickly.”

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With the addition of Rajiv Gandhi hospital, there are now three centers in India that offer Sonablate HIFU to men with localized prostate cancer. The first Sonablate HIFU services in India were performed by Dr. Ramesh Ramayya at Dr. Ramayya's Pramila Urology Hospital in Hyderabad in December 2008. The second location in India to offer HIFU as a minimally invasive treatment for prostate cancer was Primus Super Specialty Hospital in New Delhi in March 2009. Together Dr. Ramayya and Dr. Rawal have treated 21 patients with the Sonablate technology, including dignitaries and foreign royalty, in their respective centers in Hyderabad and New Delhi.

"We are thrilled about the growth of Sonablate HIFU centers in India," said Alex Gonzalez, vice president of international operations for International HIFU, based in Charlotte, N.C. "It has been a pleasure to work with Dr. Ramayya in Hyderabad and Dr. Rawal of Rajiv Gandhi Cancer Institute in New Delhi as well as the other people and institutions on the front lines of treating patients with prostate cancer in India. I look forward to bringing more centers on-line in the near future, with one in Mumbai being next on the schedule," Gonzalez continued.

India High Intensity Focused Ultrasound Devices Private Limited is affiliated with US HIFU and International HIFU, the entity through which US HIFU conducts its international business operations and makes the HIFU technologies available to patients at centers outside the United States. India High Intensity Focused Ultrasound Devices Private Limited sells, markets and services Sonablate® HIFU devices for HIFU treatment, including through the development of Sonablate® HIFU centers throughout India.

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