



**PLASTIC AND RECONSTRUCTIVE SURGERY PUBLISHES ULTRASHAPE'S  
BASIC SCIENCE AND PRE-CLINICAL RESEARCH DEMONSTRATING  
PROVEN TISSUE EFFECTS**

***Peer-reviewed data support unique focused ultrasound technology for non-invasive fat reduction and body contouring***

YOQNEAM, Israel, January 26, 2009 – UltraShape, a global leader in non-invasive fat reduction and body contouring, today announced the publication of extensive scientific and pre-clinical research data on its patented focused ultrasound technology in *Plastic and Reconstructive Surgery*<sup>®</sup>. The publication by S. Brown, PhD *et al* entitled "Characterization of Non-thermal Focused Ultrasound for Non-invasive Selective Fat Cell Disruption (lysis): Technical and Pre-clinical Assessment" is currently available on *PRS Advance Online* at [www.plasreconsurg.com](http://www.plasreconsurg.com), the Website for *Plastic and Reconstructive Surgery*<sup>®</sup>, the Journal of the American Society of Plastic Surgeons.

This extensive research confirms that the UltraShape<sup>®</sup> Contour I™ system is the first non-invasive technology to produce a non-thermal focused acoustic field at a controlled subcutaneous target resulting in stable cavitation," said Spencer Brown, PhD, Director of Research, Plastic Surgery Department at the University of Texas Southwestern Medical Center, and member of the UltraShape Medical Advisory Board. "Histopathologist reviewed specimens of dermal and sub-dermal tissue, including subcutaneous fat, demonstrated selective fat cell destruction with preservation of surrounding critical structures such as skin, blood vessels, nerves and connective tissue. No epidermal or dermal changes were observed clinically or histologically."

"UltraShape has always taken the high road and based their claims on science and sound research. This published research demonstrates a well-understood mechanism of action with proven tissue effects," said Jeffery M. Kenkel, M.D., F.A.C.S., Vice Chairman and Professor of Plastic Surgery at the University of Texas Southwestern Medical Center, and Chairman, UltraShape Medical Advisory Board. "UltraShape is the first non-invasive aesthetic technology to be scientifically validated by such comprehensive pre-clinical research."

"The publication of our extensive scientific and pre-clinical research in plastic surgery's premier peer-reviewed journal is yet another significant milestone for our company. This research further validates our non-thermal focused ultrasound technology and its unique ability to target and selectively destroy fat cells for non-invasive fat reduction and body contouring," said Assaf Eyal, President and Chief Executive Office of UltraShape Ltd. "The combination of this new peer-reviewed published scientific research, our previously published clinical results and over three and a half years clinical experience outside the U.S., clearly places the UltraShape technology in a class by itself,"

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### **About the UltraShape® Contour I™**

The UltraShape Contour I system, which is authorized for marketing outside the U.S., incorporates patented non-thermal selective focused ultrasound technology. Contour I, is the first scientifically and clinically proven non-invasive fat reduction and body contouring device for both men and women. The device is designed to produce mechanical, non-thermal, acoustic effects which target and selectively disrupt fat cells, leaving surrounding critical structures such as skin, blood vessels, nerves, and connective tissue intact.

The UltraShape procedure is available in 57 countries and over 100,000 patient treatments have been performed worldwide with high patient satisfaction. The UltraShape procedure is guided by proprietary real-time tracking and guidance technology designed to deliver smooth, uniform body contouring results. The software provides a pre-determined treatment algorithm designed to minimize risk of contour irregularities, a common side effect of liposuction. The UltraShape procedure is performed during a convenient, “walk-in, walk-out” session carried out in an office-based environment; it requires no anesthesia or sedation. After treatment, patients immediately resume their daily routines with no need for maintenance treatments.

The UltraShape Contour I received the CE Mark in 2005 and a medical device license from Health Canada in 2007. The Contour I system is not available for sale in the U.S. and the Contour Plus system is an investigational product limited by U.S. law to investigational use only.

### **About UltraShape**

UltraShape is redefining aesthetic medicine by developing, manufacturing and marketing innovative non-invasive technologies for body contouring. The UltraShape proprietary non-invasive body contouring technology is based on focused ultrasound that targets and selectively disrupts fat cells without affecting surrounding structures. Founded in 2000, UltraShape is a privately held and venture backed company. The UltraShape system is not approved by the FDA for marketing in the United States. For more information visit [www.ultrashape.com](http://www.ultrashape.com).

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