



10 June 2008

Optiscan expands global coverage for FIVE 1 sales

Optiscan announces the establishment of a global sales and distribution network for its FIVE1 endomicroscope for preclinical research.

Optiscan has opened a US sales office in downtown San Diego and will operate through its US subsidiary company, Optiscan Inc. Optiscan Inc. has appointed Neil Shirley as US National Sales Manager. Neil has a strong background in sales and marketing of digital imaging systems for laboratory pre-clinical applications.

To accelerate the sales opportunities in Australasia and Asia, Optiscan has appointed Steve Hunter as its Regional Sales Manager. Steve comes with a wealth of sales experience in the research and imaging markets, including many years within the Olympus microscopy division.

To expand the network of global sales channels Optiscan has also appointed and trained distributors for the FIVE 1 in Europe, Japan, North China through their Beijing office, South China through their Shanghai office, Taiwan, India, South Korean and Malaysia. Optiscan, a pioneer in microscopic imaging technologies developed the FIVE1 (for Fluorescence In Vivo Endomicroscopy), for handheld confocal microscopy allowing in vivo tissue imaging at cellular level in real time. The FIVE1 is particularly suitable for a range of pre-clinical applications in the important areas of stem cell research, tissue regeneration and development of cancer therapies.

To date Optiscan has focused on establishing a level of awareness for the FIVE 1. This has resulted in early sales to leading research institutes in Australia, USA, Singapore and Europe.

"Researchers can see what is happening in real time, they can see blood vessels, cell structure and other tissue detail that allows them to draw meaningful conclusions from what they see. Researchers as far afield as Canada and Germany are using our FIVE1 to successfully progress their research. This tool provides them with so much more information than was available through traditional means" says Optiscan Business Development Manager Dr. John Allen. "There has already been several research papers published using the FIVE1 as the key tool for investigation, the two most prestigious recent publications being in the Gastroenterology Journal and in the Journal of Hepatology. But we believe that this is just the beginning in terms of how the FIVE1 can be applied to help progress both fundamental knowledge in the field and also how the FIVE1 can be used to fast track development of new medical treatments."

One of the recent articles received front page exposure on the prestigious Gastroenterology journal where for the very first time the "gaps in the gut lining" that result from the dislodgement of surface cells in the intestinal lining were imaged in vivo. This was only possible because of the very high sub-cellular resolution that the compact FIVE 1 probe provides.



The FIVE 1 will be exhibited at the forthcoming International Society for Stem Cell Research (ISSCR) from June 11 to 14 in Philadelphia, USA.

Further information on the FIVE 1 can be obtained from:

For Australia, New Zealand – Steve Hunter on steveh@optiscan.com, mobile +61 (0)417 501 460 or by calling Optiscan on +61 (0)3 9538 3351, and

For US, Canada – Neil Shirley on neils@optiscan.com, mobile +1 805 302 3391 or by calling Optiscan Inc. located at Suite 800, 501 West Broadway, San Diego CA, phone +1 619 400 4949

For China, Europe, Japan, Korea or Taiwan please locate the contact details for our appointed distributors from the Optiscan website, www.optiscan.com

Background

Optiscan is a global leader in microscopic imaging technologies for medical markets. Optiscan's unique and patented technologies enable high-powered microscopes to be miniaturised and used inside the body. The technology enables microscopic imaging of up to 1000 times magnification to be achieved. Doctors can use the technology to instantly see cellular level details of tissue without the requirement to surgically remove tissue (biopsy).

Optiscan's patented miniaturised microscope technology is being used in the field of flexible endo-microscopes.

Optiscan has also entered into a collaboration with the Carl Zeiss Group in Germany for the use of its patented miniaturised microscope technology in rigid endoscopes in key Zeiss markets.

Further information:

Vicki Tutungi, CEO
Tel (613) 9538 3347
vickit@optiscan.com

Bruce Andrew, CFO
Tel (613) 9538 3398
brucea@optiscan.com