

SENSIMED to open marketing and distribution channel in Latin America *Addition Technology (USA) to Lead the Growth & Expansion of SENSIMED Triggerfish®*



Lausanne, January 17th, 2011. Swiss-based company Sensimed AG has developed the SENSIMED Triggerfish®, a revolutionary contact lens for monitoring continuously the fluctuations in intraocular pressure to facilitate the management of related diseases such as glaucoma.

Glaucoma is an asymptomatic, progressive and irreversible disease which leads to blindness unless adequate treatment is provided. Glaucoma is the second most common cause of blindness worldwide and affects about 70 million people. Abnormal intraocular pressure is one of known causes of glaucoma. This behavior is individual, has transient peaks and varies significantly over a 24 hour period. By providing ophthalmologists with the 24 hour profile of intra-ocular pressure, the SENSIMED Triggerfish® helps the doctor to better understand the condition of the patient, to provide personalized treatment, and to monitor the efficacy of the treatment over time.

Latin America is one of the regions in the world with the highest incidence of glaucoma. Sensimed and U.S. based Addition Technology, Inc (ATI) have signed a partnership agreement to deploy the SENSIMED Triggerfish® in that region. ATI is broadly present in Latin America, and maintains a close relationship with key opinion leaders and ophthalmologists across the continent. ATI will handle the registration process and the commercialization of the product in the region. Says Jean-Marc Wismer, CEO of Sensimed: "We are proud to have signed such an agreement with ATI. Their presence and experience in Latin America will open a new market for our company and will enable a large population suffering from glaucoma to have access to our technology".

William Flynn, President and Chief Executive Officer of Addition Technology, Inc, said "Glaucoma is a highly prevalent and challenging disease. Personalized management and continuous monitoring of treatment efficacy are critical in order to give the patient the best chance to prevent loss of sight. The SENSIMED Triggerfish® system is a breakthrough monitoring system and we are very excited about our relationship with Sensimed and the opportunity to bring this valuable technology to glaucoma specialists in Latin America. I believe this system will completely change the way glaucoma patients are managed in the future."

About Sensimed:

Established in 2003, Sensimed AG is a Swiss company with its principal focus on design, development and commercialization of integrated micro-systems for medical devices. Sensimed was spun off from the well renowned Swiss Federal Institute of Technology (EPFL) and grows within a world-leading cluster for medical devices in the lake of Geneva area. Sensimed has developed a new, patented, non-invasive product that will significantly improve identification and treatment of glaucoma disease by monitoring intraocular pressure around the clock.

www.sensimed.ch

About Addition Technology:

Addition Technology, Inc., a privately held eye care company based in the USA, specializes in novel solutions for sight-threatening eye indications. Intacs® and Intacs SK corneal implants, AlphaCor™ artificial cornea and AlphaSphere™ orbital implant are patented devices, and the first of their kind, approved by FDA and granted CE Mark certification in Europe in addressing vision threatening conditions. Intacs cornea implants are indicated for keratoconus and myopia. AlphaCor artificial cornea is indicated as an alternative for high-risk, repeat graft failures. AlphaSphere orbital implant is indicated to replace the eye due to loss related to trauma or disease. All products are distributed worldwide.

www.additiontechnology.com

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