

## PRESS RELEASE

Ellex Medical Lasers Ltd (ASX:ELX)

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**Adelaide, Australia, 23 October 2009:** Ellex Medical Lasers Limited (ASX: ELX), a global leader in the design and manufacture of ophthalmic laser and ultrasound systems, today announced that it will introduce the latest version of the Eye Cubed™ diagnostic ultrasound system at the annual meeting of the American Academy of Ophthalmology (AAO), October 24 – 27, 2009 in San Francisco.

Renowned for its unparalleled sensitivity and exceptional image resolution, the new generation Eye Cubed™ offers added functionality, including an intuitive software interface with user-friendly Windows-based operation; expanded measurement options via uniquely shaped calipers; improved export and import functions, as well as a host of other features.

Among the fastest-selling product at Ellex with thousands of systems installed worldwide, the demand for Eye Cubed™ has at times outpaced its supply. “In an era of high-tech OCT scanning and digital imaging, ultrasound is the only means to obtain a crucial view of the posterior segment when there is a dense cataract or vitreous hemorrhage in the eye,” says Gus Kohn, Director of Clinical Applications at Ellex.

Customized A-Scan and B-Scan modes in the new generation Eye Cubed™ make it suitable for both retinal sub-specialists and anterior segment surgeons. In addition, cataract surgeons benefit from the inclusion of an A-Scan feature which eliminates corneal compression and transmits ultrasound waves through dense cataracts. A wide-field anterior segment B-Scan gives practitioners an unprecedented view of the lens apparatus, including zonules and ciliary muscles, areas nearly impossible to visualise with other ultrasound systems. Such detail is possible because the Eye Cubed’s leading signal-to-noise ratio minimises noise, allowing the system to detect echoes from some of the smallest anomalies in the eye.

The new generation system also includes a 24-inch wide-screen monitor that provides a larger viewing area, better colour transmission and ultra-high resolution. Images are stored on a one-terabyte built-in hard drive, which includes a DVD burner. Data stored on the hard drive can be easily cross-referenced with patient details to optimise practice management.

“The Eye Cubed™ was one of the first ultrasound systems in its genre to deliver movie mode and real-time scanning,” commented Simon Luscombe, Ellex CEO. “The additional enhancements to this new generation system further cement the Eye Cubed’s position as the “gold standard” for ophthalmic diagnosis, and underline our commitment to advance the capabilities of diagnostic ultrasound in ophthalmology.”

Since joining with Innovative Imaging, Inc. in 2006, a pioneer in the field of ophthalmic ultrasound technology, Ellex has been focused on providing ever-increasing value to its Eye Cubed™ customers. Expert ecographer Cynthia Kendall, co-founder of Innovative Imaging, Inc., works in collaboration with Gus Kohn to execute the Company's continuing education program. "As a combined company with more than four decades of experience in ophthalmology, we will continue to invest in clinical ultrasound applications training in order to provide an unmatched level of clinical support to each and every Eye Cubed™ customer," said Cynthia Kendall.

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## **ABOUT ELLEX**

Ellex Medical Lasers Limited (ASX:ELX) designs, manufactures and markets a complete line of lasers and diagnostic ultrasound systems used by ophthalmologists to diagnose and treat eye disease. With more than 14,000 systems delivered to the market, Ellex has evolved since 1985 from a manufacturing company of primarily OEM products, to direct marketing of its own branded products through subsidiaries in the United States, Japan, Germany and Australia, and a network of distribution partners in more than 100 countries. In December 2006 Ellex acquired Innovative Imaging, a leading provider of diagnostic ultrasound systems for ophthalmology, initiating the expansion of our product line beyond lasers.

The Ellex name has long been synonymous with excellence in technology, in quality, and in customer care. Ellex maintains the highest quality standards through product development and manufacturing, and strives to provide unmatched levels of clinical expertise and support to our customers. All of these efforts have combined to produce one of the highest levels of customer satisfaction in the ophthalmic industry.

For additional information about Ellex and its products, please visit [www.ellex.com](http://www.ellex.com)

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