

**OLYMPUS TO DISTRIBUTE TERUMO GLIDEWIRE®
ENDOSCOPIC HYDROPHILIC COATED GUIDEWIRE
FOR GASTROENTEROLOGICAL ENDOSCOPY**

Olympus Extends Its EndoTherapy Guidewire Line-Up to Provide the Proven, Preferred GLIDEWIRE Endoscopic Hydrophilic Coated Guidewire

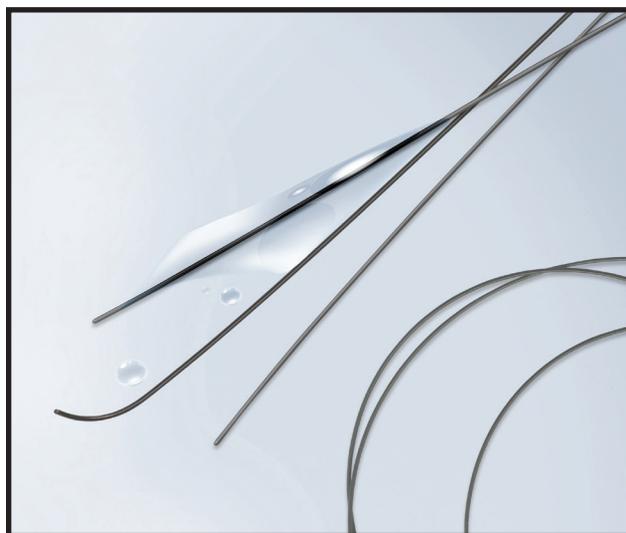
CENTER VALLEY, PA – Olympus, a global technology leader in designing and delivering innovative solutions for medical and surgical procedures, among other core businesses, announced its exclusive distributorship of the Terumo GLIDEWIRE® Endoscopic Hydrophilic Coated Guidewire for endoscopic treatment of the biliary and pancreatic systems. As of December, 2015, the Olympus EndoTherapy Sales team will distribute the Terumo GLIDEWIRE® Endoscopic Guidewire to U.S. customers.

The GLIDEWIRE® Endoscopic Guidewire is considered to be an exemplary guidewire for gastroenterological procedures and a well suited complement to the imaging and therapeutic device solutions currently offered by Olympus EndoTherapy. Through this partnership, Terumo Corporation and Olympus are able to expand access to the quality guidewire for physicians nationwide.

The GLIDEWIRE® Endoscopic Guidewire is used for biliary endoscopy, or endoscopic retrograde cholangiopancreatography (ERCP), a procedure that combines endoscopy and fluoroscopy (internal imaging to obtain real-time, moving X-ray images of internal structures). ERCP enables physicians to diagnose and treat problems in the gallbladder, bile ducts, pancreas and liver, such as gallstones, strictures, leaks resulting from trauma or surgery, and cancers. According to Truven Health Analytics data, more than 600,000 ERCP procedures were performed in the United States in 2013. During ERCP, guidewires are frequently used to obtain initial access to a target duct or confined space and then help advance bulkier devices to the desired location.

“I have used the Glidewire for ERCP and for complex advanced endoscopic procedures for more than 20 years,” said Dr. Todd Baron, Director of Advanced Therapeutic Endoscopy at UNC. “I find it to be extremely useful for navigating difficult strictures, especially when other guidewires have failed. It is an indispensable tool for consistently succeeding in ERCP.”

The GLIDEWIRE® Endoscopic Guidewire is a complement to the VisiGlide guidewire line-up designed to provide successful pancreaticobiliary access. It provides precise ductal navigation, making



Olympus announces an exclusive partnership with Terumo to extend its EndoTherapy guidewire line-up to provide the proven, preferred GLIDEWIRE Endoscopic Hydrophilic Coated Guidewire to gastroenterologists across the U.S. The GLIDEWIRE® Endoscopic Guidewire is used for biliary endoscopy, or endoscopic retrograde cholangiopancreatography (ERCP), enabling physicians to diagnose and treat problems in the gallbladder, bile ducts, pancreas and liver, such as gallstones, strictures, leaks resulting from trauma or surgery, and cancers.

it an excellent choice for pancreatic anatomy. It can be used for guiding and exchanging endoscopic accessories in the biliary system, including the common bile, cystic, pancreatic and right and left hepatic ducts. The GLIDEWIRE® Endoscopic Guidewire also is safe to use during sphincterotomy.

“By adding this trusted guidewire to our EndoTherapy line-up, we extend the guidewire options for complex ERCP procedures,” said Earl Adamy, Executive Director of Endotherapy Marketing at Olympus America Inc. “The GLIDEWIRE® Endoscopic Guidewire improves the quality of care by providing physicians access to complicated anatomy where they may not have had the benefit of access before.”

The GLIDEWIRE® Endoscopic Guidewire can help facilities address the three key requirements of healthcare reform in these ways:

- **Increased Quality of Care:** Precision of access, smooth advancement and easy tracking of instruments are benefits that in combination may provide quality-of-care advantages over other guidewires.

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- **Decreased Costs:** Reliable access even in challenging cases while avoiding surgery to treat the problem.
- **Enhanced Patient Satisfaction:** Capability to protect against perforation and trauma can result in a reduced chance of patient complications.

For more information about the Terumo GLIDEWIRE® and the VisiGlide line-up, please contact Olympus customer service at:

1-800-848-9024 Option 2

or visit:

medical.olympusamerica.com/products/ercp-guidewires

IMEDEX AND CCFA'S ANNUAL AIBD CONFERENCE REPORTS RECORD ATTENDANCE IN 2015

Imedex Announces 2015 Advances in Inflammatory Bowel Diseases, Crohn's & Colitis Foundation of America's Clinical & Research Conference Larger than Ever in 2015

Orlando, FL – Investigators and healthcare professionals from the gastroenterology healthcare community around the world came together December 10-12, 2015 for the 2015 Advances in Inflammatory Bowel Diseases, Crohn's & Colitis Foundation of America's Clinical & Research Conference (AIBD) in Orlando, Florida. The Conference achieved its largest attendance in its 15-year history reports Conference organizer, Imedex.

Conference Draws 2,200 Healthcare Professionals

AIBD continues to attract the healthcare community from around the globe to participate in a dynamic continuing medical education conference featuring a multi-track agenda that covers clinical, basic science, nursing, and pediatrics. Approximately 2,200 attendees, including physicians, researchers, nurses, and other healthcare professionals from more than 50 countries gathered at the annual 3-day Conference, demonstrating AIBD's position as a leading forum to exchange ideas and opinions to advance scientific and technical knowledge for the gastrointestinal community.

“The record-setting number of abstract submissions covered the latest break-throughs in clinical and basic research for an audience of over 2,200 IBD caregivers and IBD investigators. Coupled with superb panels, in-depth keynotes, Meet-the-Experts sessions, a new crop of abstract award winners, and a record-setting exhibition and attendance, AIBD drew everyone from

all corners of the gastro medical community,” said Dr. Richard P. MacDermott, co-chair of the Conference.

As the Conference continued its growth, it featured four clinical and basic science tracks with almost 100 didactic presentations and case-based clinical breakout sessions. It also included over 250 original clinical and basic science abstract and poster presentations presented during the Conference.

Current clinical challenges and considerations for the treatment and management of patients with IBD were prominently discussed including clinical breakout sessions on recognizing and managing side effects and complications due to IBD therapeutics, understanding surgical challenges associated with the management of IBD, and treatments for patients with concurrent viral hepatitis or autoimmune liver disease. The IBD 101 Workshop updated the attendees on the causes of IBD along with strategies for confirming the diagnosis, extent and severity of disease. As a follow-up to these discussions, expert guidance was given on the appropriate use of conventional and biological therapies, including a debate on whether biosimilar therapies should be used as indicated, or if more clinical studies are needed prior to incorporation into the IBD clinical armamentarium. Highlights from the nurses session focused on quality care & quality improvement in the IBD patient.

Record Number of Abstracts Submitted

Over 250 abstracts were accepted for presentation this year. Of special note, Drs. Kenneth Obi, Tolulope Falaiye, Wendy Goodman, Lauren Feld, Usha Chauhan received the awards for Best Overall Poster, Best Clinical/Pediatric Poster, Best Basic Science Poster, Young Investigator, Best Nursing Poster, respectively.

Leading Pharmaceutical Companies Show Strong Support

This year's Conference had strong industry support from leading pharmaceutical companies via independent educational grants and a robust exhibit hall. “The AIBD Conference's presence in the gastroenterology community speaks highly to both attendees and supporters”, said Andrew Schutt, CEO of Imedex, LLC, the organizer and accredited provider for the Conference. “We are very proud of our partnership with the Crohn's & Colitis Foundation of America and the Conference Chairmen (Drs. Richard MacDermott and Stephen Hanauer) in bringing this truly international Conference to the gastrointestinal community.”

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Once again, the 2016 Conference will be organized and certified for continuing education credit by Imedex in partnership with The Crohn's & Colitis Foundation of America (CCFA), and abstracts will be accepted. AIBD 2016 takes place December 8-10, 2016 at the Walt Disney World Dolphin Hotel in Orlando, Florida. Visit www.advancesinibd.com for more information.

About the Crohn's & Colitis Foundation

The Crohn's & Colitis Foundation of America (CCFA) is the largest voluntary non-profit health organization dedicated to finding cures for Inflammatory Bowel Diseases (IBD). CCFA's mission is to cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults who suffer from these diseases. The Foundation works to fulfill its mission by funding research, providing educational resources for patients and their families, medical professionals,

and the public, and furnishing supportive services for those afflicted with IBD.

For more information, visit:
<http://www.ccfa.org>,

About Imedex

Imedex is an industry leader in providing accredited, independent continuing medical education to health care professionals. We develop high quality scientific programming that translates the latest research into clinically relevant information. The activities have exceptional organization and outstanding educational value, with a proven sustained impact on disease management. Our programs focus on improving patient care around the world. With over 50,000 e-learning experiences annually and more than 100,000 live meeting attendees, since 2001, Imedex truly educates the global healthcare community. At Imedex, education is the best medicine®.

For more information on Imedex visit:
www.imedex.com.



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