

Mammotome Marks Key Milestones as It Grows U.S. and Global Presence

Product development efforts drive innovation and growth; Company plans for new product launch in early 2012



Press Release: Mammotome – Fri, Nov 25, 2011 10:00 AM EST

CINCINNATI , Nov. 25, 2011 /PRNewswire/ -- About 16 months after becoming a division of Devicor® Medical Products, Inc., Mammotome – the company that helped create and build the vacuum-assisted breast biopsy market – has made significant progress toward its new product development and growth goals.

"As the only company with a singular focus on breast biopsy, Mammotome is re-focused, re-energized, and re-committed," says CEO Tom Daulton . "We've spent more than a year solidifying our foundation for growth through product development and acquisition efforts. We're excited to start sharing new products and initiatives with the clinicians who've helped to make Mammotome the trusted, market-leading brand it is today."

With the support of a world-class, cross-functional leadership team, Daulton points to the development of next generation products and platforms as the primary driver of growth and innovation. The first of these products – a single insertion, tetherless device for use in ultrasound-guided biopsies – is currently undergoing FDA approval and is slated to be commercially available globally early next year.

In addition to preparing for next year's new products rollout, several major milestones were reached in 2011:

- Mammotome continues to build its global team with the best and brightest talent in the industry, adding approximately 100 new team members in the past year. With offices in the United States , France , Germany , Italy , Japan , China , Korea and Mexico , the company now employs more than 400 people globally.
- A new manufacturing facility in Tijuana, Mexico , is now fully operational. The plant produces nearly all disposable Mammotome products globally.
- Devicor acquired the neoprobe® GDS portfolio of products from Neoprobe Corporation. The acquisition expands the company's dedicated breast care portfolio and product offerings as Devicor works towards its goal of building a \$500 million global medical device business.
- Construction began on a new Design and Education Center that grows the company's presence at its Sharonville, Ohio headquarters. The expansion is set to be completed in spring of 2012 and will help Mammotome continue its leadership in hands-on customer training.

"We've celebrated some great accomplishments over the past year, but we do so with our eyes firmly on the future," says Daulton. "Our number one priority in every step we take along the way is to work toward our mission of developing superior, minimally-invasive tools and technologies that help clinicians best diagnose and care for their patients."

About Mammotome

Mammotome, headquartered in Sharonville, Ohio , has more than 400 employees around the globe. The company is committed to advancing technology to help clinicians accurately diagnose breast disease, such as breast cancer, through minimally invasive procedures. Sold in more than 50 countries around the world, the Mammotome® product portfolio includes the Mammotome® Breast Biopsy System and tissue markers (MammoMARK®, MicroMARK®, and

CorMARK®) used in breast disease diagnostic sampling and management. Since its introduction in 1995, more than 3.8 million women have had a minimally invasive breast biopsy in stereotactic, ultrasound or MRI-guidance imaging using the Mammotome® Biopsy System. For more information, please visit www.mammotome.com.

About Devicor® Medical Products, Inc.

Devicor® Medical Products, Inc. is dedicated to building a global business through the investment in and development of tools and technologies that facilitate minimally invasive medical procedures. Under the direction of a world-class leadership team, Devicor's initial focus is on the vacuum-assisted breast biopsy market. For more information, please visit www.devicormedical.com.

Copyright © 2011 PR Newswire. All rights reserved. Republication or redistribution of PRNewswire content is expressly prohibited without the prior written consent of PRNewswire. PRNewswire shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.

Copyright © 2011 Yahoo! Inc. All rights reserved. /