



visionary aesthetic ultrasound

PRESS RELEASE

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ULTHERA RECEIVES HEALTH CANADA CLEARANCE TO MARKET ULTRASOUND TECHNOLOGY FOR FACIAL AESTHETIC IMPROVEMENT

Mesa, AZ, May 26, 2009 – Ulthera, Inc., a therapeutic ultrasound medical device company, today announced that it has received a Health Canada license for use of its Ulthera™ System in lifting and tightening lax skin.

The Ulthera System, which will be distributed in Canada by Northern Optotronics Incorporated, is the first and only in-office aesthetics device that combines visualization beneath the skin's surface with non-invasive treatment at depths that enable significant lifting of the skin.

"Ultherapy represents a new category of treatment that is both safe and effective in producing reliable and cosmetically pleasing results," said Matt Likens, CEO of Ulthera. "Patients especially appreciate that there is no downtime," he said.

Drawing on the same reliable ultrasound principles that physicians and patients have trusted for decades, Ulthera's DeepSEE™ focused ultrasound energy triggers the body's natural healing response, resulting in new and improved collagen support and a gradual lifting, tightening, and firming of the skin.

"We are enthused about bringing Ulthera's breakthrough aesthetic technology to market in Canada," said Jean Marc Poirier, president of Northern Optotronics Incorporated. "We look forward to witnessing its impact on the aesthetic industry."



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The company will engage in a measured roll-out of the Ulthera System in order to ensure the highest standard of customer and patient satisfaction.

About Ulthera

Ulthera, Inc. develops and markets innovative medical devices that leverage the proven power and safety of ultrasound for rejuvenation of the skin and its support structures. Treatment with the Ulthera System enables dermatologists, plastic surgeons and facial plastic surgeons, for the first time, to non-invasively see and treat at prescribed depths below the skin's surface, resulting in significant, reliable outcomes. The Ulthera System has been marketed in Europe and Asia since late 2008, and U.S. FDA clearance is pending. Ulthera also has an aggressive clinical development plan to qualify the platform for a number of additional applications.

Ulthera is privately held and headquartered in Mesa, Arizona. It was founded in 2004 and was the first company to be launched from Guided Therapy Systems, LLC, a Mesa, Arizona based ultrasonic medical technologies company. Ulthera has received funding from venture capital firms 3i and NEA. For more information, please visit www.ulthera.com.

About NOI

Northern Optotronics Inc. (NOI) is a Canadian-owned company with headquarters located in Cambridge, Ontario, an area characterized by exceptional economic activity and business momentum. With over 10 years of experience, NOI has established itself as an industry leader by providing Total System Solutions that encompass the maintenance, training and sales of aesthetic and medical equipment. For more information please visit www.noi.ca.

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