



For Release

Hadasit to Exhibit a Series of New Medical Technologies at Biomed Israel 2007
at the David Intercontinental Hotel in Tel Aviv, June 5- June 7, 2007

Jerusalem, Israel, May 14, 2007 --- Hadasit Ltd., the technology transfer company of Hadassah University Hospitals, announced today that it will be exhibiting at The 6th Annual ILSI Biomed Israel 2007 from June 5 to June 7, 2007. The Hadasit exhibit will feature the latest advancements in biomedical technology currently in development at the Hadassah Medical Organization (HMO).

“The amount of innovation and scientific progress at HMO, especially in the last year, has been astounding. We believe that the technologies in development have strong potential in raising the quality of healthcare in the future. We are looking forward to establishing and continuing dialogues with industry leaders interested in partnering on one or more of our initiatives,” said Stuart Bernstein, VP Marketing and Business Development of Hadasit.

Hadasit’s Biomed booth will showcase cardiology devices including the **Improved PTCA Guiding Catheter** and a **Stent Positioning Device for Aorto-Ostial Lesions**. The Improved PTCA Guiding Catheter is equipped with an additional inner lumen that runs along the full length of the main lumen and enables continuous intra-coronary infusion of medications. The Stent Positioning Device is able to adapt its shape prior to making contact with the wall surface of a major blood vessel in the ostial region of a smaller blood vessel branching off from the aorta.

In ophthalmology, Hadassah is researching the application of **Automated Visual Acuity** and a **Biomarker for Age Related Macular Degeneration**. The former provides a method, an algorithm as well as hardware for a fast, accurate and reproducible test of visual acuity. The Biomarker for Age Related Macular Degeneration may help to diagnose the dry stage of maculopathy early on through the measurement of the levels of a particular set of genes.

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Hadassah is also developing **The Magnetic Levitation Platform** for abdominal surgery. This device would be inserted into a patient's abdominal cavity to diagnose a condition or perform a surgical procedure, BUT with an enhanced field of vision and operation than is possible today. And, finally, for urology applications, there is **The Biopsy Gun**, which will enable shorter procedures that are comparatively more comfortable for the patient. Physicians will also find this device easier and safer to operate than the alternatives today.

About Hadasit

Hadasit Ltd., the Hadassah Medical Organization's technology transfer company, is responsible for commercializing HMO's intellectual property and R&D capabilities in the field of biomedical technology. A subsidiary of Hadassah Medical Organization, Hadasit promotes and commercializes HMO's continuously generated intellectual property (IP) and R&D capabilities. Dedicated to finding solutions to modern medical problems, intellectual property generated by HMO has already gained a place of honor in the international medical research arena with cutting-edge biomedical technology for the development of novel therapeutics, diagnostic methods and devices.

To set a business appointment or to schedule an interview with the management of Hadasit, please contact Marjie Hadad, media liaison, at +972-54-536-5220 or e-mail marjie@netvision.net.il