Alair® Bronchial Thermoplasty System Named 'Best of What's New' By Popular Science

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NATICK, Mass., Nov. 17, 2010 /PRNewswire/ -- Boston Scientific Corporation (NYSE: BSX [1]) today announced that its newly acquired subsidiary, Asthmatx, Inc., was awarded the 2010 *Popular Science* "Best of What's New" Award in the Health category for its Alair® Bronchial Thermoplasty System. The awards recognize breakthrough products and technologies that represent a significant leap forward in their respective categories.

"For 23 years, *Popular Science* has honored the innovations that surprise and amaze us − those that make a positive impact on our world today and challenge our views of what's possible in the future," said Mark Jannot, Editor-in-Chief of *Popular Science*. "The Best of What's New Award is the magazine's top honor, and the 100 winners − chosen from among thousands of entrants − represent the highest level of achievement in their fields."

"Asthmatx is honored to have received the Best of What's New Award for our Alair System as recognition of our work toward improving the current standard of care for adult patients with severe asthma," said Glen French, Chief Executive Officer of Asthmatx. "We are pleased that *Popular Science* has recognized this first of-its-kind interventional treatment option for its potential to improve the quality of life in patients with severe asthma while helping to substantially reduce medical costs."

The Alair System, which received U.S. Food and Drug Administration approval in April, is a bronchoscopic procedure routinely performed under moderate sedation with patients typically returning home the same day. It delivers thermal energy to the airway wall in a precisely controlled manner to reduce excessive airway smooth muscle. The procedure is designed to decrease the ability of the airways to constrict, thereby reducing the frequency an
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