Increased Market Demand for Ulthera's Ultrasound Platform Technology Fuels Installation of 1,000th System Worldwide

The Associated Press

Ulthera, Inc. -- a global, growth-stage medical device company pioneering aesthetic and medical applications using its therapeutic ultrasound platform technology -- today announced that more than 1,000 Ulthera Systems have been sold globally while treatments performed using the System have surpassed 100,000.

In the first half of 2012, expansion into Latin America as well as further penetration of markets in Europe, Asia and North America continued to accelerate quarterly sales growth. According to Matthew Likens, president and CEO of Ulthera, "There has been a significant increase in the number of Ultherapy procedures performed this year, making it apparent that the word is out; both physicians and consumers have discovered that Ultherapy is the most consistently efficacious non-surgical procedure to lift and tighten skin."

Likens added, "Our goal as an organization is to reward those customers who have invested in our technology by bringing them more value during each year of ownership. This value will be realized through expanded clinical indications, elevated marketing programs, and ongoing product enhancements."

The Ulthera System is the first and only energy-based device to receive FDA clearance for a non-invasive aesthetic lift indication, and its signature procedure, Ultherapy, is a non-invasive treatment of the face to achieve a brow lift. The Ulthera System -- which combines time-honored ultrasound imaging with focused ultrasound therapy -- has been available internationally since 2008 and in the US since September 2009.

About UltheraUlthera®, Inc. is a global, growth-stage medical device company pioneering aesthetic and medical applications using its therapeutic ultrasound platform technology. The Ulthera® System is the first and only energy-based device to receive FDA clearance for a non-invasive aesthetic lift indication. The first application for Ultherapy® -- the procedure enabled by the System -- is a non-invasive treatment of the face to achieve a brow lift. Founded in 2004 and based in Mesa, Ariz., Ulthera is a privately held company backed by top tier venture capital firms, New Enterprise Associates and Apposite Capital. For more information, visit www.ulthera.com [1].

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