

Given Imaging Announces Over 80 Studies at ACG 2012 and UEG Week 2012

The Associated Press

Given Imaging Ltd (NASDAQ: GIVN), a world leader in GI medical devices and pioneer of capsule endoscopy, today announced that investigators will present data from over 80 studies that provide new information about the benefits of using Given Imaging's products to detect, monitor and measure a range of gastrointestinal conditions at the upcoming American College of Gastroenterology (ACG) 2012 Annual Meeting taking place October 19-24, 2012 in Las Vegas, and the 20th United European Gastroenterology Week taking place October 20-24, 2012 in Amsterdam, The Netherlands. Given Imaging's exhibition booths at both conferences will feature Given Imaging's entire product portfolio including the recently acquired SmartPill® GI monitoring system, an ingestible capsule that uses sensor technology to measure pH, pressure and temperature in the GI tract. The Company will also unveil its newest version of esophageal manometry analysis software, ManoView™ ESO v3.0.

"Given Imaging's mission is to provide physicians with innovative tools that help them better detect, monitor and, ultimately, treat GI diseases," said Homi Shamir, President and CEO, Given Imaging. "The studies that will be presented at these two important medical meetings show that our products continue to provide new, clinically-relevant information to the GI community."

Given Imaging at American College of Gastroenterology 2012 Annual Meeting

Given Imaging will be exhibiting at ACG at booth #1325. Key presentations on its PillCam capsule endoscopy platform and GI functional diagnostics products will be presented throughout the conference. On Tuesday, October 23rd, the Capsule Endoscopy Hands-on Workshop featuring PillCam capsule endoscopy will take place from 10:30 am - 1:30 pm PDT. The Esophageal Motility Hands-on Workshop featuring Bravo pH monitoring, Digitrapper pH-Z monitoring and ManoScan™ high resolution manometry will also take place from 2:00 - 4:30 pm PDT.

Given Imaging at the 20 th United European Gastroenterology Week

Given Imaging will be exhibiting its products, including PillCam COLON, throughout UEGW at booth #56. During the conference, key studies on the PillCam capsule endoscopy platform, Bravo pH monitoring system and ManoScan high resolution manometry platform will be presented on Monday, October 22nd from 9 am - 5 pm CEST (3 am - 11 am EDT) including:

Safety of Small Bowel Capsule Endoscopy for Patients with Established Crohn's Disease (PO203) Diagnostic Yield of Capsule Endoscopy in Refractory Celiac Disease (PO530) Second-Generation Colon Capsule Endoscopy for Colorectal Cancer

Screening in Patients Unable or Unwilling to Perform Colonoscopy (PO103) Reflux Associated Symptoms Per Day and Symptom Index With Confidence Intervals: New Indices of Reflux-Symptom Association for Diagnosis of Reflux Disease that Improve Prediction of Treatment Outcome from Prolonged pH-Monitoring (PO446)
All data presented at UEGW will be embargoed until Monday, October 22th at 12:01am CEST (Sunday, October 21st at 6:01 pm EDT).

About ACGThe American College of Gastroenterology is a recognized leader in educating GI professionals and the general public about digestive disorders. Their mission is to serve the evolving needs of physicians in the delivery of high quality scientific, humanistic and cost-effective health care to gastroenterology patients. For more information, visit <http://gi.org>.

About United European Gastroenterology FederationUEGF, or United European Gastroenterology Federation, is a professional non-profit organization combining all the leading European societies concerned with digestive disease. Together, their member societies represent over 22,000 specialists, working across medicine, surgery, pediatrics, GI oncology and endoscopy. This makes UEGF the most comprehensive organization of its kind in the world, and a unique platform for collaboration and the exchange of knowledge.

UEGF's mission is continually to improve standards of care in gastroenterology, and promote ever greater understanding of digestive and liver disease -- among the public and medical experts alike. As part of that work, it runs a number of education and training courses facilitated by highly respected experts. UEGF also organizes UEG Week -- the largest and most prestigious meeting of its kind in Europe. UEG Week has been running since 1992, in a variety of major cities, and now attracts more than 14,000 people from across the world. For more information, please visit www.ueg.eu.

About Given Imaging Ltd.Since pioneering the field of capsule endoscopy in 2001, Given Imaging has become a world leader in GI medical devices, offering health care providers a range of innovative options for visualizing, diagnosing and monitoring the digestive system. The company offers a broad product portfolio including PillCam® capsule endoscope for the small bowel, esophagus and colon. The company also offers industry-leading GI functional diagnostic solutions including ManoScan™ high-resolution manometry, Bravo® capsule-based pH monitoring, Digitrapper® pH-Z impedance, and the SmartPill® GI monitoring systems. Given Imaging is committed to delivering breakthrough innovations to the GI community and supporting its ongoing clinical needs. Given Imaging's headquarters are located in Yoqneam, Israel, with operating subsidiaries in the United States, Germany, France, Japan, Australia, Vietnam, Hong Kong and Brazil. For more information, please visit www.givenimaging.com.

Forward-Looking Statements This press release contains forward-looking statements within the meaning of the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, projections about our business and our future revenues, expenses and profitability. Forward-looking statements may be, but are not necessarily,

identified by the use of forward-looking terminology such as "may," "anticipates," "estimates," "expects," "intends," "plans," "believes," and words and terms of similar substance. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual events, results, performance, circumstances or achievements of the Company to be materially different from any future events, results, performance, circumstances or achievements expressed or implied by such forward-looking statements. Such forward-looking statements include statements relating to the Company exploring strategic alternatives and considering possible strategic transactions involving the Company. Factors that could cause actual events, results, performance, circumstances or achievements to differ from such forward-looking statements include, but are not limited to, the ability of the Company to reach agreement on any strategic alternative and/or to complete any such alternative, as well as the following: (1) our ability to develop and bring to market new products, (2) our ability to successfully complete any necessary or required clinical studies with our products, (3) our ability to receive regulatory clearance or approval to market our products or changes in regulatory environment, (4) our success in implementing our sales, marketing and manufacturing plans, (5) the level of adoption of our products by medical practitioners, (6) the emergence of other products that may make our products obsolete, (7) lack of an appropriate bowel preparation materials to be used with our PillCam COLON capsule, (8) protection and validity of patents and other intellectual property rights, (9) the impact of currency exchange rates, (10) the effect of competition by other companies, (11) the outcome of significant litigation, (12) our ability to obtain reimbursement for our product from government and commercial payors, (13) quarterly variations in operating results, (14) the possibility of armed conflict or civil or military unrest in Israel, (15) the impact of global economic conditions, (16) our ability to successfully integrate acquired businesses, (17) changes and reforms in applicable healthcare laws and regulations, (18) quality issues and adverse events related to our products, such as capsule retention, aspiration and failure to attach or detach, bleeding or perforation that could require us to recall products and impact our sales and net income, and (19) other risks and factors disclosed in our filings with the U.S. Securities and Exchange Commission, including, but not limited to, risks and factors identified under such headings as "Risk Factors," "Cautionary Language Regarding Forward-Looking Statements" and "Operating Results and Financial Review and Prospects" in the Company's Annual Report on Form 20-F for the year ended December 31, 2011. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Except to the extent expressly required under applicable law, the Company undertakes no obligation to release publicly any revisions to any forward-looking statements, to report events or to report the occurrence of unanticipated events.

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