Ulthera Launches System Upgrade to Bring Amplified Value to Customers

The Associated Press

Ulthera, Inc. -- a global, high-growth medical device company pioneering aesthetic and medical applications using its therapeutic ultrasound platform technology -- today unveiled its new Ulthera System software upgrade, Ultherapy Amplify, which is now commercially available in the U.S. in new Systems and is currently being rolled out to existing Ulthera customers at no charge.

The System upgrade integrates new treatment guidelines for its cosmetic lifting procedure updated to improve patient comfort without impacting efficacy, and to reflect treatment best practices. Also included is a more visual, intuitive user-interface, which allows practitioners to navigate through the procedure more efficiently.

"This is a significant enhancement to the System that reflects our continued commitment to responding to the needs of our physician customers and their patients," said Matthew Likens, president and CEO of Ulthera. "We are happy to say that Ultherapy Amplify addresses the critical factors of comfort, efficiency and optimizing outcomes, all the while ensuring the treatment's reputation for safety is maintained."

"Physicians can rest assured that when they purchase our System, Ulthera will continue to add value to their investment during each year of ownership, whether it be through a no-charge software upgrade, new clinical indications, additional transducers or enhanced marketing support," Likens continued. "In fact, on the heels of this System upgrade, Ulthera also will be launching a U.S. advertising initiative to help spread the word about our progressive Ultherapy treatment, and we are aggressively pursuing more clinical indications as evidenced by the recent FDA clearance for the device to lift tissue on the neck and under the chin."

About UltheraUlthera, Inc. is a global, high-growth 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. It is used in a face and neck procedure known as Ultherapy®, which is cleared to lift skin on the brow, neck and under the chin. 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.ultherapy.com.

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