BSD Medical Announces Sale of the MicroThermX® Microwave Ablation Systems in Turkey

The Associated Press

SALT LAKE CITY--(BUSINESS WIRE)--Jan 14, 2013--BSD Medical Corporation (NASDAQ:BSDM) (Company or BSD) (www.BSDMedical.com), a leading provider of medical systems that utilize heat therapy to treat cancer, announced today that the Company has sold multiple MicroThermX ® Microwave Ablation (MicroThermX ®) systems and antennas to ADA Medikal (ADA), pursuant to their exclusive distribution agreement signed in October 2012 for the MicroThermX ® in Turkey. ADA is a leading, medical, specialty distributor in Turkey with offices in the major metropolitan areas. ADA represents a number of major medical device companies and sells strategically adjacent products to the same clinicians targeted for the MicroThermX ®.

Turkey is an important international market with a population of more than 73 million and the world's 15 th largest economy. ADA projects that they will need to order a significant number of systems to address the market for the MicroThermX ® in Turkey. Turkey's location at the crossroads of Europe and Asia and its growing economy have led to its recognition as a regional power in the Middle East.

About the MicroThermX ® Microwave Ablation System The MicroThermX ® is a compact, mobile, state-of-the-art, proprietary system that includes a microwave generator, single-patient-use disposable antennas, and a thermistor-based temperature monitoring system. The innovative design of the MicroThermX ® is the first of its kind that allows delivery of higher power levels using a single generator. The MicroThermX ® utilizes innovative synchronous phased array technology that was developed and patented by BSD to provide larger and more uniform zones of ablation during a single procedure. The MicroThermX ® introduces into the Company’s product line innovative, high-end disposables (SynchroWave antennas) that are used in each ablation treatment and will provide a significant ongoing revenue stream. The soft tissue ablation world market potential is estimated to exceed $2.3 billion. The U.S. Food and Drug Administration (FDA) has granted the Company a 510(k) clearance to market the MicroThermX ® for ablation of soft tissue. BSD has also received CE Marking for the MicroThermX ® System, which allows BSD to market the MicroThermX ® in Europe. CE marking is also recognized in many countries outside of the EU, providing BSD the ability to market the MicroThermX ® to a number of international markets.

About BSD Medical Corporation BSD Medical Corporation develops, manufactures, markets and services systems to treat cancer and benign diseases using heat therapy, which is delivered using focused radiofrequency (RF) and microwave energy. BSD’s product lines include both hyperthermia and ablation treatment systems. BSD’s hyperthermia cancer treatment systems, which have been in use for

several years in the United States, Europe and Asia, are used to treat certain tumors with heat (hyperthermia) while increasing the effectiveness of other therapies such as radiation therapy. BSD’s microwave ablation system has been developed as a stand-alone therapy to employ precision-guided microwave energy to ablate (destroy) soft tissue. The Company has developed extensive intellectual property, multiple products in the market and established distribution in the United States, Europe and Asia. Certain of the Company’s products have received regulatory approvals and clearances in the United States, Europe and China. For further information visit BSD Medical's website at www.BSDMedical.com.

Statements contained in this press release that are not historical facts are forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. All forward-looking statements are subject to risks and uncertainties detailed in the Company's filings with the Securities and Exchange Commission. These forward-looking statements speak only as of the date on which such statements are made, and the Company undertakes no obligation to update such statements to reflect events or circumstances arising after such date.

CONTACT: BSD Medical Corporation William (Bill) S. Barth, 801-972-5555 investor@bsdmc.com fax: 801-972-5930 KEYWORD: TURKEY UNITED STATES EUROPE NORTH AMERICA UTAH INDUSTRY KEYWORD: SURGERY HEALTH MEDICAL DEVICES ONCOLOGY RADIOLOGY GENERAL HEALTH SOURCE: BSD Medical Corporation Copyright Business Wire 2013 PUB: 01/14/2013 09:15 AM/DISC: 01/14/2013 09:15 AM http://www.businesswire.com/news/home/20130114005216/

Source URL (retrieved on *04/24/2014 - 1:40am*):
http://www.mdtmag.com/news/2013/01/bsd-medical-announces-sale-microthermx%C2%AE-microwave-ablation-systems-turkey?qt-recent_content=0&qt-most_popular=0