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### **BÂRRX MEDICAL COMMITS \$200,000 IN SUPPORT OF ASGE'S IT & T CAPITAL CAMPAIGN TO BUILD A NEW STATE-OF-THE-ART GI TRAINING CENTER**

**OAK BROOK, Ill. – December 8, 2011** – The American Society for Gastrointestinal Endoscopy (ASGE) Foundation has received a donation of \$200,000 from BÂRRX Medical to ASGE's IT & T Capital Campaign, a fundraising project to construct a new facility that will provide cutting-edge technology and training capabilities to significantly optimize current educational opportunities. The donation will be made over five years.

“We are grateful for the generous financial support from BÂRRX to the IT & T Capital Campaign. ASGE's new state-of-the-art facility will foster the development, training and adoption of new techniques and technologies as they apply to gastroenterological endoscopic management of digestive and related disorders,” said Gregory G. Ginsberg, MD, FASGE, president, American Society for Gastrointestinal Endoscopy. “Partners such as BÂRRX share our commitment to providing high quality physician education in an interactive environment using the latest technologies to improve physician performance and advance patient care.”

ASGE has been providing learning opportunities at its current Institute for Training & Technology (IT & T) in Oak Brook, Ill. The new facility will be situated on a 3.5-acre plot in Chicago's Downers Grove suburb, close to both O'Hare and Midway airports, and will serve as the global home of endoscopy, offering a full range of medical training and continuing medical education (CME).

BÂRRX Medical President and CEO, Greg Barrett stated, “At BÂRRX Medical, we see clinician education – whether physician, nurse or ancillary staff – as one of our most fundamental obligations as a device manufacturer. The ability for a provider to listen to contemporary insights from industry thought leaders – coupled with a hands-on bioskills lab to apply that knowledge for new treatments and technologies – is a highly effective adult-learning model.”

“Our goal at BARRX is to support the IT & T not only financially, but also through placement of our equipment to help facilitate clinician learning, whether as part of a course that BARRX might conduct at the Institute or as in-kind support for an ASGE run program,” Barrett continued.

The new facility will offer:

- Significantly enhanced laboratory facilities that will house up to 16 endoscopy towers and other medical equipment to provide training simulations using the latest equipment and technologies
- Advanced training models and simulators
- A 100-seat auditorium with a built-in audience-response system
- In-house DVD authoring and rapid duplication capabilities
- Additional conference space and breakout rooms
- The capability to send and receive live satellite transmissions anywhere in the world, including endoscopic instruction and demonstration techniques as well as didactic lectures on research and educational findings
- The potential to access live and/or recorded institute hands-on and didactic courses via video streaming technology or the ASGE-controlled digital resource library
- The ability for domestic and international faculty to participate in courses on site or via satellite to teach cutting-edge techniques live to anyone, anywhere in the world
- A residence for international members to extend training while in the U.S. attending DDW® or other meetings, allowing them to learn and practice techniques that are not standard in their regions of the world

ASGE and the ASGE Foundation promote ongoing research in gastrointestinal endoscopy and its applications to disease management and prevention to ultimately improve the quality of endoscopy delivered to patients. The ASGE Foundation also funds programs designed to improve physician training and foster career development as well as supports important educational initiatives aimed at explaining the role of endoscopy in digestive health to the public. The IT & T Capital Campaign has raised funds from ASGE members and corporate partners, and the campaign is at 90 percent of its \$6 million fundraising goal.

To learn more about the IT & T Capital Campaign, visit [www.asge.org/ITTCampaign](http://www.asge.org/ITTCampaign).

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### **About the American Society for Gastrointestinal Endoscopy**

Since its founding in 1941, the American Society for Gastrointestinal Endoscopy (ASGE) has been dedicated to advancing patient care and digestive health by promoting excellence in gastrointestinal endoscopy. ASGE, with nearly 12,000 members worldwide, promotes the highest standards for endoscopic training and practice, fosters endoscopic research, recognizes distinguished contributions to endoscopy, and is the foremost resource for endoscopic education. Visit [www.asge.org](http://www.asge.org) and [www.screen4coloncancer.org](http://www.screen4coloncancer.org) for more information and to find a qualified doctor in your area.

### **About Endoscopy**

Endoscopy is performed by specially-trained physicians called endoscopists using the most current technology to diagnose and treat diseases of the gastrointestinal tract. Using flexible, thin tubes called endoscopes, endoscopists are able to access the human digestive tract without incisions via natural orifices. Endoscopes are designed with high-intensity lighting and fitted with precision devices that allow viewing and treatment of the gastrointestinal system.

### **About BARRX Medical, Inc.**

BARRX Medical, Inc. develops endoscopic treatment solutions for Barrett's esophagus and other gastroenterological diseases such as esophageal squamous cell neoplasia, bleeding associated with radiation proctopathy, and bleeding associated with gastric antral vascular ectasia. Barrett's esophagus is a precancerous condition of the lining of the esophagus (swallowing tube) caused by gastroesophageal reflux disease, or GERD, and can lead to esophageal adenocarcinoma. Esophageal squamous cell neoplasia is the precursor to the most common type of esophageal cancer (squamous cell carcinoma), which results in over 400,000 deaths per year worldwide. The company's HALO90, HALO90 ULTRA and HALO360+ ablation catheters, powered by the HALOFLEX ablation system, provide a uniform and controlled ablation effect, which removes diseased tissue and allows re-growth of normal cells.

Based in Sunnyvale, Calif., BARRX Medical, Inc. was founded in 2000 and is privately-held. Additional information is available at [www.barrx.com](http://www.barrx.com).