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ENDOCHOICE DONATES TO ASGE'S IT & T CAPITAL CAMPAIGN TO BUILD A NEW STATE-OF-THE-ART GI TRAINING CENTER

OAK BROOK, Ill. – March 26, 2012 – The American Society for Gastrointestinal Endoscopy (ASGE) Foundation has received a grant from EndoChoice, Inc. 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.

“EndoChoice's donation demonstrates a commitment to the future of endoscopy. The new IT & T facility is designed to meet the needs of ASGE members, the endoscopy team and the patients they treat,” said Gregory G. Ginsberg, MD, FASGE, president, American Society for Gastrointestinal Endoscopy. “This new center will foster the development, training and adoption of new techniques in order to improve physician performance and advance patient care. We are grateful for EndoChoice's generous support and for recognizing the importance of providing high quality physician education using the latest technologies.”

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).

“We are very pleased to be in a position where we can give back to the professionals who have made EndoChoice one of the fastest growing companies in America,” said Mark Gilreath, EndoChoice CEO and Founder. “We believe that the future of endoscopy lies in ongoing physician education, and the new IT & T facility will accelerate the delivery of this vital training that enhances the quality of care patients need and deserve.”

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 over 90 percent of its \$6 million fundraising goal.

To learn more about the IT & T Capital Campaign, visit 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 and www.screen4coloncancer.org for more information and to find a qualified doctor in your area.

About EndoChoice

EndoChoice is a platform technology company providing devices, diagnostics and procedural support for specialists treating a wide range of gastrointestinal diseases. The company was launched in 2008 and has been recognized by the Inc. 500 as one of the fastest growing companies in America. For more information, please go to www.EndoChoice.com or call 888-682-ENDO (3636).

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.