



For Immediate Release February 7, 2012

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PENTAX DONATES \$250,000 IN SUPPORT OF ASGE'S IT & T CAPITAL CAMPAIGN TO BUILD A NEW STATE-OF-THE-ART GI TRAINING CENTER

OAK BROOK, Ill. – February 7, 2012 – The American Society for Gastrointestinal Endoscopy (ASGE) Foundation has received a donation of \$250,000 from PENTAX 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.

"Partners such as PENTAX share ASGE's commitment to fostering the development, training and adoption of new techniques and technologies for the gastroenterological endoscopic management of digestive and related disorders," said Gregory G. Ginsberg, MD, FASGE, president, American Society for Gastrointestinal Endoscopy. "We are grateful for the generous donation from PENTAX to the building of ASGE's new state-of-the-art GI training center that will provide 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).

"We are very proud to partner with the ASGE on this training and technology center," said David Woods, president of PENTAX Medical. "We are committed to helping the ASGE realize their shared mission of advancing patient care and digestive health by promoting excellence and innovation in endoscopy. The new IT & T center will be instrumental in realizing that mission."

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.

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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 PENTAX Medical

Headquartered in Montvale, NJ, PENTAX Medical Company is a division of PENTAX of America, Inc., a consolidated subsidiary of HOYA Corporation. PENTAX Medical Company is an industry leader specializing in the development of video and fiber endoscopy equipment and computer technology/imaging products for diagnostic, therapeutic and research applications in the GI, ENT and Pulmonary medical fields. For more information on the company and its products, visit the company's website at www.pentaxmedical.com.

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.