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**ASGE AMBASSADOR PROGRAM LAUNCHES SECOND
TRAINING INITIATIVE IN VIETNAM**

PENTAX and Olympus grants bring GI endoscopic medical care and physician training expertise to developing countries

OAK BROOK, Ill. – August 24, 2010 – The American Society for Gastrointestinal Endoscopy (ASGE) is proud to announce the ASGE Ambassador Program in Vietnam, the second initiative designed to export basic and advanced gastrointestinal (GI) endoscopic medical care and physician training expertise to developing countries. ASGE is collaborating with the Khanh Hoa Hospital, Nha Trang, Hue College of Medicine and Pharmacy, Hue City, and Choray Hospital, Ho Chi Minh City, to conduct the program in North and South Vietnam from October 30 to November 11, 2010.

PENTAX Medical Company and Olympus America have committed \$50,000 each to support the program, bringing the total support to \$100,000. Cook Medical has donated GI medical supplies.

“ASGE’s inaugural Ambassador Program in Cairo was a great success and we are excited to launch our second initiative in Vietnam bringing much needed endoscopic medical expertise to another country in need. We are grateful for the generous financial support of PENTAX and Olympus that is making the Vietnam program possible, and for the donation of GI medical supplies by Cook Medical,” said M. Brian Fennerty, MD, FASGE, president, American Society for Gastrointestinal Endoscopy.

ASGE has recruited members to serve as “Ambassadors” who will volunteer their time to this philanthropic program. The Ambassadors are: Andrew Giap, MD, Raj Shah, MD, Franklin Kasmin, MD, FASGE, Jerry Siegel, MD, FASGE, Kai Matthes, MD, PhD, and Ho Dang Quy Dung, MD. ASGE Ambassadors will travel to Nha Trang and Hue City, Vietnam, and train physicians from north, central and south Vietnam.

“PENTAX is proud once again to provide support for the ASGE Ambassador Program. The Cairo program proved to be so successful that, as a company committed to digestive health through the development of innovative medical technologies, we could see the great value in extending gastrointestinal endoscopic training to other areas of the world in desperate need through this important program,” said Ann Marie Connolly-Garcia, Director of Marketing, PENTAX Medical Company.

“Advanced gastrointestinal care is almost nonexistent in developing countries and Olympus is proud to support this critical program that addresses this unmet need,” said Yukio Nakajima, Director of Customer & Business Relations, Olympus America. “With training by ASGE members, we are confident the physicians of Vietnam will be well prepared to treat many of the gastroenterological diseases that affect their patients.”

Approximately 40-60 physicians from throughout Vietnam are expected to take part in the training. Trainee physicians will be recruited based on need, level of experience and availability to travel. The 14-day training program will focus on diagnostic and therapeutic endoscopic retrograde cholangiopancreatography (ERCP) for the treatment of common duct stones and pancreatic cancer, both prevalent in Vietnam, and endoscopic ultrasound (EUS) for the management of gastric and esophageal cancer, which are also common in the region. In addition, doctors will be trained in PEG placement to treat an inability to eat due to head trauma, a common injury seen in Vietnam due to the use of small motorbikes for transportation.

“Cook Medical’s donation of GI medical supplies along with the expertise of the ASGE Ambassadors will provide benefits to the region long after the program ends. The new skills that local physicians acquire will not only help patients, but they will then teach their fellow physicians about the same procedures so that access to endoscopic care is further improved,” said Barry Slowey, Vice President of Global Sales and Marketing, Cook Medical.

To become an ASGE Ambassador, physicians must be an active or international member of ASGE for a minimum of five years. For more information on becoming an ASGE Ambassador, visit <http://www.asge.org/ambassador.aspx>. The ASGE Ambassador Program is funded entirely through the generous support of industry and private donations. For those interested in donating to the Ambassador Program, please visit <http://www.asge.org/ambassador.aspx> or email AmbassadorProgram@asge.org.

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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 more than 11,000 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

PENTAX Medical Company, headquartered in Montvale, New Jersey, is a division of PENTAX of America, Inc., a consolidated subsidiary of Japan’s 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 Olympus America

Olympus is a precision technology leader, designing and delivering innovative solutions in its core business areas: Medical and Surgical Products, Life Science Imaging Systems, Industrial Measurement and Imaging Instruments and Cameras and Audio Products.

Olympus works collaboratively with its customers and affiliates worldwide to leverage R&D investment in precision technology and manufacturing processes across diverse business lines. These include:

- Gastrointestinal endoscopes, accessories, and minimally invasive surgical products;
- Advanced research, clinical and educational microscopes and research and educational digital imaging systems;
- Industrial research, engineering, test, inspection and measuring instruments; and
- Digital cameras and voice recorders.

Olympus serves the healthcare field with integrated product solutions and financial, educational and consulting services that help customers to efficiently, reliably and more easily achieve exceptional results. Olympus develops breakthrough technologies with revolutionary product design and functionality for the consumer and professional photography markets, and also is the leader in gastrointestinal endoscopy and clinical and educational microscopes. For more information, visit www.olympusamerica.com.

About Cook Medical

Founded in 1963, Cook Medical pioneered many of the medical devices now commonly used to perform minimally invasive medical procedures throughout the body. Today, the company integrates medical devices, drugs and biologics to enhance patient safety and improve clinical outcomes. Since its inception, Cook has operated as a family-held private corporation. For more information, visit www.cookmedical.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.