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Novasys Medical Expands Management Team with Key Executive Hires

*Vice President of Sales, Vice President of Reimbursement and Chief Financial Officer
Bring Significant Experience in High Growth Medical Technology Companies*

NEWARK, CALIF. – November 04, 2004 – Novasys Medical, Inc., a developer of new technologies and therapies for the treatment of female pelvic disorders, today announced the hire of three senior executives. Joining the company are James Berman as Vice President of Sales, Karl Florence as Vice President of Reimbursement, and Nancy Westcott as Chief Financial Officer.

“Strategic expansion of our management team is pivotal at this time, as we prepare to commercialize the Novasys System for the treatment of female stress urinary incontinence,” stated Debra Reisenhel, President and CEO of Novasys Medical. “James, Karl and Nancy bring an impressive mix of experience in the sectors that align with our business: women’s health, gynecology/urology, radiofrequency technologies (the basis of the Novasys Medical treatment) and medical devices. In combination with the talents of our current management team, we anticipate their contributions will further our success during product launch and beyond.”

As Vice President of Sales, James Berman comes to Novasys Medical with an impressive track record of creating solid, customer-focused sales teams for a variety of health care technologies, including previous experience working with radiofrequency-based devices. Prior to joining the company, Berman worked at NuVasive, serving in a variety of positions including Vice President of Sales.

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He also held key positions at ORATEC/Smith-Nephew, including Vice President of Sales, where he helped develop a successful reimbursement strategy for a line of radiofrequency-based devices used to treat orthopedic conditions. Berman began his career at Howmedica/Stryker and holds a bachelor of science in finance from California State University, San Diego.

Serving as Vice President of Reimbursement, Karl Florence brings an extensive background in the health care industry, with experience in a wide variety of reimbursement, managed care and sales positions at companies including Conceptus, MiniMed, Cutter Medical and AVI. Most recently, he served as Director of Strategic Reimbursement for Conceptus, a leading medical device company in the field of women's health and gynecology, and was instrumental in securing a Category I CPT code for the company's Essure product. In addition to leading Novasys Medical's interactions with payers, Florence is responsible for coding initiatives and sales force reimbursement education. Florence holds a bachelor of science in biology from California State University, San Jose.

Rounding out Novasys Medical's expanded management team is Nancy Westcott, as Chief Financial Officer. Westcott brings a wide range of financial experience, having worked with public and private health care companies. She previously served as Chief Financial Officer and Vice President of Finance and Administration at Arcturus Bioscience, where she was instrumental in helping the company raise \$23 million in private equity and debt financing. Westcott also served as Chief Financial Officer and Vice President of Administration for ORATEC Interventions, where she co-led the company through an IPO and successful sale to Smith & Nephew. Westcott also brings international, corporate communications and women's health experience from her work at Baxter International and Caremark International.

Westcott holds a master of business administration from the American Graduate School of International Management (Thunderbird) and a professional accounting certificate from J.L. Kellogg Graduate School of Management at Northwestern University.

About Novasys

Novasys Medical, Inc. (Newark, Calif.), is a privately held, venture-backed company which develops innovative therapies for the treatment of female pelvic disorders. The company's initial focus is on the development and commercialization of a proprietary, non-surgical radiofrequency device to treat female stress urinary incontinence. For more information, please visit www.novasysmedical.com or call (510) 226-4060.

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