

Editor's

2009 : A YEAR IN REVIEW

2009 was a landmark year for Mauna Kea Technologies and Cellvizio® Probe-Based Confocal Endomicroscopy (pCLE) system. We welcomed dozens of new users into the Cellvizio community who helped contribute to the **growing compendium of clinical evidence** supporting the technology in a **number of applications**.

We're so pleased to continue to receive feedback that Cellvizio is impacting how our users diagnose and treat gastrointestinal (GI) and biliary diseases and look forward to seeing the results of additional investigational work focused on **new exciting applications such as surgery and urology**. We would like to thank everyone involved for all their hard work in making this possible.

It's poised to be a very exciting year!



Sacha Loiseau, PhD.
CEO and Founder,
Mauna Kea Technologies

Upcoming Events

Cedars Sinai Medical Center 16th International Symposium on Pancreatic & Biliary Endoscopy
January 22-24, Los Angeles

ACG Governors / ASGE 2010 Best Practices Course: Incorporating Advances into Clinical Practice
January 29-31, Las Vegas, Nevada

7th Annual Rocky Mountain Interventional Endoscopy Course
February 11-13, 2010, Denver, Colorado

Tulane University's Gastrointestinal Cancer and Abdominal Transplant Symposium: A Team Approach
April 10-11, New Orleans, Louisiana

TRAINING SITES

Columbia Presbyterian Hospital, NYC
Jan 21

Clinical

Our clinical investigators achieved **significant clinical milestones** in 2009.

We completed enrollment in two major multicenter trials in **Barrett's esophagus and biliary tract cancer detection**, respectively. We believe both studies will generate major clinical value for the management and treatment of patients with both conditions. Results from both studies are expected to be presented at this year's Digestive Disease Week meeting.



There were over two dozen oral presentations or posters presented on Cellvizio at the 2009 DDW, as well as nine clinical publications related to Cellvizio studies.

We also continued to **expand our clinical applications** for Cellvizio as evidenced by an encouraging trial in bladder cancer, the results of which made the cover of the October issue of the Journal of Urology.

Going forward, we will also be increasing our focus and efforts to **improve detection and treatment of abnormal, potentially cancerous tissues** during therapeutic endoscopic and surgical procedures.

Corporate development

Cellvizio systems are now installed at **more than 30 United States (U.S.) hospitals**, including 18 of the 25 top GI institutions as ranked by US News and World Report. Our distributors have now sold and installed **more than 40 systems across more than 15 European and Asian countries**.



Last February, **40 thought leaders** attended our **First International Conference of Cellvizio Users (ICCU)** in Miami. In the following months, our U.S. team, together with Cellvizio expert physicians, trained as many U.S. physicians in company-sponsored workshops.

Mayo Clinic, Rochester, MN
Feb 16

Hôpital Saint-Philibert, Lille,
France
Feb 26

Centre Hospitalier Universitaire,
Nantes, France
March 12

Hôpital Cochin, Paris, France
March 19

Amsterdam Live



Mayo Jacksonville's Pr. Michael Wallace was invited to give a lecture on endomicroscopy during the Amsterdam Live Endoscopy 2009 course in December, hosted by the Academic Medical Center from Amsterdam, Prof. Wallace clearly outlined the applications for which the value of pCLE has now been clinically demonstrated, with special focus on indications such as evaluation of EMR sites and Barrett's Esophagus surveillance and treatment. [Click here](#) to access this presentation.

Pre-Clinical Applications

We also made significant progress in the pre-clinical setting during the year. Early in 2009, VisualSonics and Mauna Kea Technologies signed a **worldwide agreement for the distribution of Cellvizio** to research laboratories.

A recent pre-clinical publication by the INSERM research group at the Institut de Recherche contre les Cancers de l'Appareil Digestif (Institute of Research against Digestive Cancer - IRCAD) described **techniques to use Cellvizio to help improve outcomes of surgery to remove pancreatic cancer**. The results of their study were published in the November issue of Gastroenterology and offer significant perspective for clinical use of Cellvizio in this application.



ICCU 2010 Paris

International Conference of Cellvizio® Users

We look forward to welcoming our growing user community to Paris for the **Second Annual ICCU meeting this March**. We expect the discussion to help advance understanding of image interpretation and how to use pCLE to achieve improved outcomes in a growing number of GI and pancreatico-biliary diseases and other future applications.

Media & Marketing

Cellvizio continues to generate significant media interest in the U.S. In 2009, Cellvizio was featured in numerous television segments that aired in local markets across the country.

In separate televised segments, Dr. John Saltzman (Brigham & Women's Hospital) and Dr. Michael Saunders (University of Washington Medical Center) discussed the implications of adding Cellvizio to GI endoscopy procedures, while their patients discussed how Cellvizio had improved their outcomes.

- Pulmonologist Dr. David Wilson (Columbus Regional Hospital) explained to the NBC affiliate in Louisville, KY, how he's using Cellvizio to improve bronchoscopy results.
- Urologist Dr. Joseph Liao (VA Palo Alto) appeared on the ABC affiliate in San Francisco discussing how Cellvizio can improve his research on bladder cancer.
- Print articles including medical trade journals, online news, and daily newspapers also featured the technology.

For a complete list of recent media coverage, [visit the news section](#) on the Mauna Kea Technologies website.



New Accounts this month

- **Chulalongkorn Hospital** - Bangkok, Thailand
Dr R.Reknimitr
- **University of Alberta** - Edmonton, Canada
Dr J. Liu
- **Evanston Hospital** - Chicago, IL
Dr H. Roy
- **VA Long Beach** - Los Angeles, CA
Dr M. Jamal
- **Robert Wood Johnson Hospital** - New Brunswick, NJ
Dr J. Rogart, Dr. T. Ben-Menachem
- **Medical University of South Carolina (MUSC)** - Charleston, SC
Dr. J. Romagnuolo

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