



## **Mauna Kea Technologies Partners With Key European Distributors to Sell Cellvizio® Confocal Endomicroscopy Imaging Systems**

### ***Deals Extend Company's Reach to Gastroenterologists in UK, Spain, Greece, and Belgium***

PARIS (December 21, 2008) – Mauna Kea Technologies, a leader in *in vivo* cellular imaging, announced today that it has signed several distribution agreements with key European medical device suppliers. These distributors will sell the company's flagship product, Cellvizio®, the world's smallest microscope, into new and existing European gastroenterology markets.

Diagmed Healthcare Limited will distribute the system throughout the United Kingdom, while **EndoTécnica S.L.** unit and Endoscopiki S.A. will distribute Cellvizio in Spain and Greece, respectively. RMS Endoscopy will sell to the Belgian market as well as in Luxembourg.

“These suppliers are at the forefront of medical technologies in their respective markets and have solid relationships with their gastroenterologist customer base,” noted Sacha Loiseau president, CEO and founder of Mauna Kea Technologies. “We believe these experienced organizations are all well-equipped to identify key customers who want to arm themselves with the leading real-time, *in vivo* microscopic imaging system that improves a physician's ability to accurately identify GI and biliary diseases and treat them on the spot.”

The company chose this select group because of their expertise in the gastroenterology and medical technology sectors and their commitments in promoting innovative technologies which benefit both patients and physicians.

### **About Cellvizio®**

Cellvizio®, the world's smallest microscope, is the first system designed to provide live images of internal human tissues at the cellular level during endoscopic procedures. This new method, known as probe-based confocal laser endomicroscopy (pCLE), allows physicians to pinpoint and remove diseased tissue with endoscopic tools on the spot, or, in more serious cases, send the patient directly to surgery. This new, advanced imaging technique helps physicians more effectively detect cancer so patients can be treated earlier and undergo fewer biopsies. Physicians and thought leaders at more than 40 top medical institutions around the world have completed over 2,000 of these procedures and have published more than 25 peer-reviewed papers on the technology in major medical journals. Cellvizio, which delivers up to 12 images per second and can be used with almost any endoscope, has 510(k) clearance from the U.S. Food and Drug Administration and the European CE-Mark for use in the gastrointestinal and pulmonary tracts.

### **About Mauna Kea Technologies/Cellvizio Inc.**

Mauna Kea Technologies, which operates as Cellvizio Inc. in the U.S., is a venture-backed medical device company based in Paris, France, with U.S. offices in Fort Washington, Penn. With its flagship Cellvizio® system, the company leads the growing *in vivo* cellular imaging market, enabling physicians to visualize, diagnose and treat pathologies that cannot be seen using other imaging techniques. Investors include Psilos Group, Seventure and Creadev. For more information about Mauna Kea Technologies: [www.maunakeatech.com](http://www.maunakeatech.com)



Media Contact: Lazar Partners

Erich Sandoval

Tel. 917-497-2867

E-mail: [esanodval@lazarpartners.com](mailto:esanodval@lazarpartners.com)