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Pentax Medical Remains Committed to Endoscopic Ultrasound Business

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Pentax believes Innovation in the Field of Diagnostic and Therapeutic EUS-Guided Procedures remains an Essential Component of PENTAX Medical's Long-Term Strategy



PENTAX Medical continues its commitment to Endoscopic Ultrasound (EUS) as an indispensable part of its flexible endoscopy portfolio. The recent launch of the PENTAX Medical EUS/EBUS-J10* line-up is experiencing unmatched recognition by the endoscopy community.

In response to the recent change in ownership of the Diagnostic Imaging Business of Hitachi, Ltd. (Hitachi), a long-time research and development partner in EUS, we assure our customers that PENTAX Medical's commitment to EUS will remain unchanged. Users of PENTAX Medical platforms can continue to expect the same level of product support and future innovation to which they are accustomed.

Under the new ownership structure of Hitachi we expect our partnership to continue with equal respect and treatment for all partners and customers of Hitachi based on fair competition rules. PENTAX Medical is determined that products, services and support to our customers and partners will not be affected and we look forward to continuing our strong engagement in this product segment.

"Endoscopic Ultrasound is the gold standard for tumor staging and diagnosis and rapidly advancing into therapy," said Gerry Bottero, Global President, PENTAX Medical. "With our newest innovative solution, we have demonstrated a clear commitment to providing enhanced procedural efficiency and optimized patient care."

PENTAX Medical has a clear goal of expanding the EUS application into new markets, as well as working with more experts in research and education.

"Throughout their history, PENTAX Medical has been a very reliable and preferred partner of ours in the furthering of Endoscopic Ultrasound techniques and technologies like the recently launched EUS-J10* endoscopes. Together, we strive towards expanding the procedure across the globe through intense training and educational efforts. We will continue doing so in the future," said Dr. Marc Giovannini, Head Digestive Endoscopy of the Institut Paoli-Calmettes in Marseille. "PENTAX Medical echoendoscopes provide the right characteristics that enable me to raise the standards when treating my patients."

Current and future investment in EUS, as well as innovation in the field of diagnostic and therapeutic EUS-guided procedures, remains an essential component of PENTAX Medical's long-term strategy.