novoGI Acquires an Exclusive License to Brand and Market a Next-Generation GI Endoscopic Video Processing Standalone Solution

Expands Product Offerings for GI Surgeons and Market Applications

Atlanta, GA, December 31, 2012 - **novoGI** Inc. today announced that it has signed an agreement with Endopix Ltd. for the exclusive worldwide right to market, distribute, sell and support a **novoGI**-branded, standalone product based on next-generation video enhancement software (Endoflag 200) in the fields of gastrointestinal (GI) diagnostic endoscopy, GI surgical endoscopy, and GI laparoscopy. This innovative video processing technology enhances visualization of image details of tissue-primarily blood vessels, surface and patterns seen with existing laparoscopes and video endoscopes.

Clinical evidence for the previous generation of this technology (Endoflag 100) was presented at Digestive Disease Week (DDW) 2010. In a randomized, prospective 124-patient international study[1], the purely software-based image filtering technique was used in real-time post-processing of endoscopic imaging during ongoing colonoscopy. Diagnostic yield of post-processed images for adenomas or cancers were compared to standard white light endoscopy.

The study's principal investigators (PIs) and co-authors, Ralf Kiesslich, MD, Professor of Medicine and Head of Interdisciplinary Endoscopic Unit, University Medical Center of Johannes Gutenberg University (JGU), Mainz, Germany and Zamir Halpern, MD, Professor of Medicine and Head of Gastroenterology, Sackler Faculty of Medicine, Tel Aviv University, Israel, concluded that the Endoflag technology leads to a significantly higher detection rate of colorectal neoplasias compared to standard white light endoscopy in a screening population. In addition there was enhanced visualization of both vascular structure and tissue morphology.

"We are excited to collaborate with **novoGI** and taking part in its expanding platform, and are confident that this next generation technology will create significant improvement in the diagnosis and treatment of GI diseases," commented Rami Guissin, Ph.D., Co-Founder and Chief Executive Officer of Endopix.

novoGI President and Chief Executive Officer, Gavriel D. Meron added, “We believe that this video enhancement technology and its unmatched capabilities will be a significant tool in the GI endoscopy suites and in clinical practice for surgical endoscopy and laparoscopy, due to its potential to improve adenoma detection rates, recognize vascular structure and perceive dysplasia in this real-time application. We plan to introduce this new technology under the **novoGI** brand during 2013.”

About novoGI

novoGI is focused on providing an expanding range of solutions for GI disease management through a globally branded, high quality, market driven company. The US headquarters are in Atlanta, Georgia; research, development and manufacturing facilities in Netanya, Israel; and its European headquarters are near Paris, France.
NOVOGI, the NOVOGI logo, the GI logo, and DEFINING THE FUTURE are trademarks and/or registered trademarks of novoGI Inc.

About Endopix

Endopix Ltd., a privately held company, was founded in 2006 with the mission of enhancing existing and future screening and surveillance endoscopes and endoscopic procedures, benefiting both physicians and patients. Endopix is engaged in the development and production of cost-effective, advanced image/video processing and imaging technologies and solutions for enhanced visualization and diagnostics in diverse endoscopic medical applications.

ENDOPIX, ENDOFLAG and the ENDOPIX logo are trademarks of Endopix Ltd.

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Reference

1. Kiesslich R, Doleschal A, Sar F, Hoffman A, Goetz M, Galle PR, Halpern Z. Endoflag: a new software based filter technology significantly increases the diagnostic yield of colorectal neoplasia during screening colonoscopy. A prospective randomized controlled trial. [DDW website ePoster archive] Presented at DDW 2010, New Orleans, LA, USA. ePoster S1526. Available at: http://ddw.scientificposters.com/epsabstract.cfm?id=2