



novoGI™ Announces Licensing Agreement with Unique Surgical Innovations LLC.

Innovative Surgical Devices To Be Developed

Atlanta, GA, August 15, 2012 - **novoGI Inc.** today announced that it has signed a License agreement with Unique Surgical Innovations LLC., (USI) for the development of a patented stapleless low anterior anastomosis solution.

“We look forward to this product’s development and success in clinical trials as a potential replacement for the current method of stapled low anterior resections,” said Gavriel D. Meron, President and Chief Executive Officer of **novoGI**. “This product is expected to complement the ColonRing, our clinically proven patented nitinol-based compression anastomosis solution which has been evidenced for ease of use, better healing processes, and successful outcomes in regard to leak rates. The combination of an innovative stapleless low anterior anastomosis solution and our current product can enable us to expand our offering of a completely stapleless resection and anastomosis procedure for colorectal surgeons worldwide.”

Mr. Meron continued, “We see this agreement as yet another step towards expanding our procedure offerings in line with our focus on advancing patient care and seeking better outcomes through **novoGI**’s comprehensive approach to GI disease management.”

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, **DEFINING THE FUTURE**, **LARA** and the **LARA** logo, are trademarks and/or registered trademarks of **novoGI** Inc.

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