

Press release

IBA to initiate direct sales of its Brachytherapy sources

Embargo until 5:40 pm (Belgian time) – November 24, 2003

Louvain-la-Neuve, Belgium, November 24, 2003 – IBA (Ion Beam Applications S.A.: Reuters IOBAAt.BR and Bloomberg IBAB.BB) announced today that the company would initiate direct sales of its brachytherapy sources in the near future. To facilitate this change in approach, IBA reached agreement with Kawasumi Laboratories, Inc. (Kawasumi) to cancel the exclusive distribution license, effective this month of November 2003.

Distribution patterns in the US brachytherapy market have changed in the recent past, transitioning from sales through multiple distributors to direct sales. This shift is in part due to the impact of the new US reimbursement coverage policy that bundles the payment for brachytherapy procedures and radioactive sources in one single fixed payment.

IBA's strategy for entering the brachytherapy market is to introduce the product to a select group of strategic users in the industry during the initial launch. This approach is more effectively executed with a direct sales force.

“We continue to adjust our sales strategy in response to changes in the marketplace. The ability to directly market this highly innovative product is a very positive development for us. This strategy will put the sales process in complete control of the company and will provide us with higher income from the product sale” notes Piran Sioshansi, President and CEO of RadioMed Corporation, Member of the IBA Group.

RadioMed Corporation had signed a distribution agreement with Kawasumi Laboratories Inc. in June 2000 for the marketing and distribution of RadioMed's sources for prostate cancer in the USA.

About RadioMed Corporation

RadioMed Corporation, IBA's brachytherapy business based in Tyngsboro, Massachusetts, has developed an advanced brachytherapy source based on a unique coiled-wire technology. The coiled line source, GENETRA™, offers many advantages over the more traditional rice-sized "seeds", including improved dose distribution, stability of the implant in tissue, and ultrasound visibility that allows source placement by a smaller gauge needle, causing less trauma to the gland and enhancing patient comfort.

Based on the revolutionary coiled-wire concept, RadioMed has recently introduced VISICOIL™, an advanced linear, fiducial, soft tissue marker. VISICOIL is designed to enhance the targeting capability of treatment techniques such as proton therapy and intensity modulated radiation therapy (IMRT), allowing more accurate targeting of the dose to cancerous tumors while minimizing dose to the surrounding healthy

Press release

tissue. This so-called "image-guided-radiation-therapy" (IGRT) technique relies on the unique visibility of the VISICOIL marker under a variety of imaging modalities.

RadioMed products are patented and have received clearance from the United States Food and Drug Administration (FDA).

Website: www.radiomed.com

About IBA

Founded in 1986, IBA is a global innovator in the design and development of particle accelerators, therapeutic and diagnostic dosimetry equipment, sterilization and ionization services, and the production and distribution of radiopharmaceuticals. With operations at more than 50 sites, spanning 12 countries and 3 continents, IBA provides extensive expertise and state-of-the-art services and equipment to numerous world markets in healthcare and industry. A selection of IBA clients includes top-ranking medical device manufacturers, specialized centers for the diagnosis and treatment of cancer, and the United States Postal Service. IBA stock is listed on the pan-European stock exchange, EURONEXT, and is part of the market segment NextEconomy.

Website: www.iba-worldwide.com.

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