



IBA ANNOUNCES MORE THAN 50,000 CANCER PATIENTS BENEFITED FROM VISICOIL™ TO IMPROVE THEIR RADIATION THERAPY TREATMENT OUTCOME

Over 50,000 cancer patients worldwide have been treated more safely and more accurately thanks to VISICOIL's reliability

Geneva, Switzerland, April 19th, 2013 – IBA (Ion Beam Applications S.A.), the global high-tech leader in the next generation of radiation therapy and diagnostics for the treatment of cancer, announces the achievement of a major milestone in the effort to protect, save and enhance the lives of cancer patients. Since 2006, physicians around the world have chosen VISICOIL as their preferred fiducial marker for more than 50,000 cancer patients to aid in their radiation therapy treatment. This announcement is made at the 2nd European Society for Radiotherapy & Oncology (ESTRO) Forum 2013, Booth 100.

VISICOIL is the leading linear fiducial marker consisting of a flexible helically wound gold marker. The marker is implanted into the patient's tumor volume to enable pinpoint treatment dose targeting based on image guided patient setup (IGRT / IGPT).

VISICOIL's non-migrating design has been proven in numerous clinical studies demonstrating excellent stability in soft tissue for enhanced confidence with treatment accuracy. VISICOIL's patented hollow core design also minimizes imaging artifacts for more accurate delineation of the target volume and more precise dose delivery. VISICOIL is ideal for all placement options including Endoscopic & Endobronchial Ultrasound.

"Many physicians are reconsidering how important the reliability of their fiducial marker is, particularly as they move toward escalated dosing with SBRT. VISICOIL has earned trust through a combination of excellent stability in soft tissue and high visibility in all modalities including CT & MRI. As a result, we are very pleased to achieve this major milestone and look forward to the next," said **Kevin Reynolds**, VISICOIL Product Manager at IBA.

About IBA

IBA (Ion Beam Applications S.A.) is the global high-tech leader in next generation radiation therapy and diagnostics of cancer. The Company's expertise lies in the development of next generation proton therapy technologies and radiopharmaceuticals that provide oncology care providers with premium quality services and equipment, including IBA's leading fully integrated IntegraLab® radiopharmacy system, and Dosimetry advanced solutions for Quality Assurance of medical equipment and increased patient safety.

Headquartered in Belgium and employing more than 1,200 people worldwide, IBA currently has installed systems across Europe and the US and is expanding into emerging markets. The Company



is focused on building sustainable global growth for investors by providing solutions in the fight against cancer.

About VISICOIL™

[VISICOIL](#) is a patented (US Patent 8,027,712) helically wound gold coil available in various diameters and lengths to aid in the treatment of a range of radiation therapy techniques that target the prostate, lung, liver, pancreas, breast, and various other organs.

The [clinical success](#) of focused, dose-delivery procedures such as image guided radiation therapy (IGRT) and conformal radiation therapy (CRT) is based on the accuracy of target identification and precise patient positioning. VISICOIL's flexible coiled markers allow for accurate tumor localization, using a variety of visualization techniques. VISICOIL is a general-purpose implanted fiducial marker. The marker is indicated for use to radiographically mark soft tissue for future therapeutic procedures, per US FDA cleared 510(K). VISICOIL is manufactured in various diameters and lengths by RadioMed Corporation, an IBA company. For more information about VISICOIL, please visit www.VISICOIL.com.

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