



ENDOSENSE AND GE HEALTHCARE SIGN JOINT DEVELOPMENT AGREEMENT TO INTEGRATE CONTACT FORCE MEASUREMENT INTO THE CARDIOLAB* ELECTROPHYSIOLOGY RECORDING AND INNOVA* IMAGING PLATFORMS

GENEVA – July 6, 2011 – [Endosense](#) and [GE Healthcare](#) have entered into a joint development agreement to integrate the contact-force data provided by Endosense into GE’s CardioLab electrophysiology recording and Innova imaging platforms. By combining their technologies, the companies are working on the development of an all-in-one system for performing catheter ablation procedures for the treatment of cardiac arrhythmias.

The deal reflects a milestone in Endosense’s journey to make its technology more widely available in the EP market. Combining it with the market-leading CardioLab EP recording system further progresses Endosense’s open platform strategy. The arrangement also further enhances GE’s vision of one integrated system that enables EP physicians to focus on their patients, not the process.

“Our agreement with GE Healthcare is a meaningful validation of the industry’s growing recognition of the value of contact force-sensing in the electrophysiology lab,” said Eric Le Royer, chief executive officer, Endosense. “We are looking forward to partner with such an innovative and trusted industry leader. This system will deliver the combined benefits of our technologies to electrophysiologists and their patients.”

Jean-Michel Milles, general manager of Interventional Electrophysiology, GE Healthcare, added, “Critical information can help physicians make decisions, but an overabundance can also overwhelm and distract. Integrating the data provided by Endosense technology into our comprehensive EP suite will help to further enable electrophysiologists to continue performing complex procedures with confidence and efficiency.”

About Endosense

Founded in Geneva in 2003, Endosense is a medical technology company focused on improving the efficacy, safety and accessibility of catheter ablation for the treatment of cardiac arrhythmias. The company pioneered the use of contact-force measurement in catheter ablation with the development of the first force-sensing ablation catheter to give physicians a real-time, objective measure of contact force during the catheter ablation procedure. Endosense is currently conducting several post-market clinical studies in Europe aimed at evaluating their force-sensing catheter in comparison with standard irrigated catheters. In the US, Endosense is conducting the TOCCASTAR investigational device exemption (IDE) clinical trial. The company is also executing an open platform strategy to integrate its technology into a range of three-dimensional cardiac mapping systems. BIOTRONIK is the exclusive distributor of Endosense’s force-sensing catheter in Europe, Latin America, Canada, Africa and the Middle East.

Endosense is backed by Edmond de Rothschild Investment Partners, Neomed, Gimv, VI Partners, Sectoral Asset Management, Ysios Capital Partners and Initiative Capital Romandie. For more information, visit www.endosense.com.

About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. The company's broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help customers to deliver better care to more people around the world at a lower cost. In addition, GE Healthcare partners with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

GE Healthcare's "healthymagination" vision for the future invites the world to join the company on its journey as it continuously develops innovations focused on reducing costs, increasing access and improving quality around the world. Headquartered in the United Kingdom, GE Healthcare is a unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employees are committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at www.gehealthcare.com.

For our latest news, please visit <http://newsroom.gehealthcare.com>.

* CardioLab and Innova are trademarks of General Electric Company.

ENDOSENSE MEDIA CONTACT/U.S.:

Laura Nobles

Nobles Communications

310-795-0497

laura@noblescommunications.com

ENDOSENSE MEDIA CONTACT/EUROPE:

Danièle Castle

Genevensis Communications

+41 79 202 6667

info@genevensis.com

GE HEALTHCARE MEDIA CONTACT:

Holly Langdon

GE Healthcare

+414 721 3353

holly.langdon@ge.com