



## Essure(R) to Be Highlighted at 18th Annual Congress of the European Society for Gynaecological Endoscopy

MOUNTAIN VIEW, Calif., Oct 29, 2009 (BUSINESS WIRE) -- **Conceptus, Inc. (Nasdaq: CPTS)**, developer of the *Essure*<sup>(R)</sup> procedure, the first proven non-incisional permanent birth control method available, today announced that the clinical success of the *Essure*<sup>(R)</sup> procedure will be highlighted at the 18<sup>th</sup> Annual Congress of the European Society for Gynaecological Endoscopy (ESGE) in Florence, Italy from October 28-31, 2009.

The *Essure*<sup>(R)</sup> procedure now has 12 accepted abstracts at ESGE from presenters across Europe recognizing the procedure as the Gold Standard for hysteroscopic sterilization. Among these is an oral presentation by Dr. T. Justin Clark, MRCOG, of the Birmingham Women's Hospital. On October 30 he will be presenting his abstract entitled, "*Essure*<sup>(R)</sup> Permanent Birth Control: Worldwide Experience 2000 to 2009." The abstract will focus on the clinical efficacy of *Essure*<sup>(R)</sup>, zero pregnancies in clinical studies and the 94.6% bilateral placement rate of the device.

"I am very pleased to share my success in treating over 200 patients with this highly effective and safe device and believe that the *Essure*<sup>(R)</sup> procedure is the gold standard in treating all patients seeking permanent sterilization," commented Dr. Clark. "The *Essure*<sup>(R)</sup> device is the most effective, safe and convenient method of female sterilization available, and should be offered to all women seeking permanent contraception."

The *Essure*<sup>(R)</sup> procedure is the only procedure on the market to have zero pregnancies in clinical trials and more than 100,000 women throughout Europe relying on the device.

### About the *Essure*<sup>(R)</sup> Procedure

The *Essure*<sup>(R)</sup> procedure is a permanent birth control method that can be done in the comfort of a physician's office in about 13 minutes (average hysteroscopic procedure time) without hormones, cutting, burning or the risks associated with general anesthesia or tubal ligation. Small, flexible micro-inserts are placed in the woman's fallopian tubes through the cervix without incisions. Over the next three months, the body forms a natural barrier around the micro-inserts to prevent sperm from reaching the egg. *Essure* is 99.8 percent effective (based on four years of follow-up) with zero pregnancies reported in clinical trials.

Three months after the *Essure* procedure, a doctor performs an *Essure* Confirmation Test to confirm that the fallopian tubes are fully blocked and that the patient can rely on *Essure* for permanent birth control with full confidence. *Essure* was FDA-approved in 2002 and more than 340,000 women worldwide have undergone the *Essure* procedure.

*Essure* and *Conceptus*<sup>(R)</sup> are registered trademarks of Conceptus Inc.

### About Conceptus, Inc.

Conceptus, Inc. (NASDAQ: CPTS), is a leader in the design, development and marketing of innovative solutions in women's healthcare. The Mountain View, Calif.-based company manufactures and markets *Essure* permanent birth control. The *Essure* procedure is available in the United States, Europe, Australia, New Zealand, Canada, Mexico, Central and South America and the Middle East.

Please visit [www.essure.com](http://www.essure.com) for more information on the *Essure* procedure. Patients may call the *Essure* Information Center at 1-877-ESSURE-1 with questions or to find a physician in their area. Information about Conceptus is available at [www.conceptus.com](http://www.conceptus.com).

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