

Conceptus® Inc.

Conceptus(R) to Continue Patent Infringement Suit against Adiana(R) Permanent Contraception System

MOUNTAIN VIEW, Calif., Nov 09, 2009 (BUSINESS WIRE) -- **Conceptus, Inc. (Nasdaq: CPTS)**, developer of the *Essure*^(R) procedure, the first proven non-incisional permanent birth control method available, today announced that the United States District Court, Northern District of California has denied Conceptus' motion for a preliminary injunction prohibiting Hologic, Inc. (Nasdaq: HOLX) from importing, using, selling or offering to sell the Adiana system in the United States.

In May 2009 Conceptus filed suit against Hologic, asserting that the Adiana permanent contraception system infringes several U.S. patents owned by Conceptus. The Adiana permanent contraception system was approved by the U.S. Food and Drug Administration (FDA) in July 2009 and Conceptus filed its motion for a preliminary injunction shortly thereafter.

"While we realized from the start that preliminary injunctions are rarely granted, we nonetheless are disappointed with the court's decision on this matter. We continue to believe that at trial we will win on the merits of our case and prove conclusively that the Adiana system infringes our patents," commented Mark Sieczkarek, president and chief executive officer of Conceptus. "Our patents are the foundation of our work in developing one of the most effective forms of permanent contraception ever available and we intend to vigorously enforce all of our intellectual property rights against infringement or misappropriation."

About the *Essure*^(R) Procedure

The *Essure*^(R) 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^(R) are registered trademarks of Conceptus Inc.

Hologic and Adiana are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries.

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 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.

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