

# Conceptus® Inc.

## Conceptus(R) to Present at the Piper Jaffray 21st Annual Healthcare Conference

MOUNTAIN VIEW, Calif., Nov 17, 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 Mark Sieczkarek, president and chief executive officer, will present at the Piper Jaffray 21<sup>st</sup> Annual Healthcare Conference on Tuesday December 1, 2009, at 2:00 p.m. ET. The conference will be held at the New York Palace Hotel.

A live webcast of the presentation will be available by going to [www.conceptus.com](http://www.conceptus.com) and clicking on the link to Live Webcasts. An archived replay will be available for a period of 30 days.

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

The *Essure* procedure, FDA approved since 2002, is the first permanent birth control method that can be performed in the comfort of a physician's office in about 10 minutes (average hysteroscopic time) without hormones, cutting, burning or the risks associated with general anesthesia or tubal ligation. Small, flexible micro-inserts are placed in a 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% effective based on four years of follow up with zero pregnancies reported in clinical trials, making it the most effective form of permanent birth control on the market. The procedure is covered by most insurance plans, and when it is performed in a doctor's office the cost may be as low as a simple co-pay.

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. *Essure* has been proven and trusted by physicians since 2002, with more than 340,000 women worldwide having 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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SOURCE: Conceptus, Inc.

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