

RITA Medical Systems Introduces First Flexible Radiofrequency Ablation Device for Use With MRI, Ultrasound, and CT Scan Systems

New StarBurst(TM) Semi-Flex Gives Interventional Radiologists New Options for Treating Cancer Tumors Using Image-Guided Radiofrequency Ablation Techniques

MOUNTAIN VIEW, Calif., Sept. 3 /PRNewswire-FirstCall/ -- RITA Medical Systems, Inc. (Nasdaq: RITA) today announced the introduction of the StarBurst Semi-Flex, a flexible radiofrequency (RF) ablation device targeting the growing interventional radiology market. The product is designed for clinical efficacy and ease of use during ablation procedures employing imaging modalities including magnetic resonance imaging (MRI), ultrasound (US) and computed tomography (CT). Semi-Flex is CE marked for distribution in Europe, and is cleared for use in the treatment of tumors of the liver, bone, and soft tissue by the U.S. Food and Drug Administration (FDA).

Semi-Flex is the newest addition to the company's complete line of proven StarBurst RF ablation products. The product features a longer (25 cm) and more flexible needle to enable ablation of deeper, more centralized cancerous lesions and does not require an introducer even when penetrating dense tumors. Semi-Flex enables radiologists to easily position the device in imaging systems while performing image-guided percutaneous procedures.

"We believe that Semi-Flex will become the instrument of choice for radiologists using imaging assist when treating the most difficult to reach tumors," said President and Chief Executive Officer Joseph M. DeVivo. "The product combines ease of use for the physician with excellent clinical efficacy for the patient. With the introduction of Semi-Flex, we have made a significant commitment to the important radiology market."

RF ablation allows physicians to deliver radio frequency electrodes directly into cancerous tumors through a thin probe. The electrodes are commonly introduced in a minimally invasive manner to heat and effectively destroy, or ablate, the targeted area. RITA RF ablation is performed on patients with tumors of the liver, bone, and soft tissue, and is normally used in conjunction with chemotherapy, or radiation treatments.

About RITA Medical Systems, Inc.

RITA Medical Systems develops, manufactures and markets innovative products for patients with solid cancerous or benign tumors. The proprietary RITA system uses radio frequency energy to heat tissue to a high enough temperature to ablate it or cause cell death. While the Company's current focus is on liver cancer and metastatic bone cancer, the Company believes that its minimally invasive technology may in the future be applied to other types of tumors, including tumors of the lung, breast, uterus, prostate and kidney. The Company has received regulatory clearance in major markets worldwide, including the United States. In March 2000, RITA became the first radiofrequency ablation company to receive specific FDA clearance for unresectable liver lesions in addition to its previous general FDA clearance for the ablation of soft tissue. In October 2002, RITA again became the first company to receive specific FDA clearance, this time, for the palliation of pain associated with metastatic lesions involving bone. The Company has sold over 45,000 of its disposable devices throughout the world.

The statements in this news release related to the Company's financial results and the expanded use of its technology in liver are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. Information regarding these risks is included in the Company's filings with the Securities and Exchange Commission.

RITA and StarBurst are trademarks of RITA Medical Systems, Inc.

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