

RITA Medical Systems to Present at Medtech Insight's "Investment in Innovation" Conference

IRVINE, Calif., Feb 24, 2004 (BUSINESS WIRE) -- RITA Medical Systems (Nasdaq:RITA) will be presenting on February 24, 2004 at Medtech Insight's Prestigious "Investment In Innovation" Event, taking place February 24-25, 2004 at the Hyatt Regency Irvine in Irvine, California.

RITA Medical Systems, Inc. develops, manufactures and markets minimally invasive radiofrequency ablation (RFA) products used by physicians to destroy cancerous or benign tumors in soft tissue. The company's products are routinely used to treat tumors in the liver, and for the treatment of pain caused by bone cancer. The company is publicly held and listed on the NASDAQ® stock exchange under the symbol RITA.

The company intends to make RFA a standard of care in the treatment of cancer. The RITA System is an innovative, minimally invasive treatment option for cancer patients with unresectable (inoperable) tumors. RITA's products can be used as the sole treatment option, or in combination with surgery and chemotherapy.

Radiofrequency Interstitial Tissue Ablation (RITA) is a minimally invasive procedure in which a thin needle electrode is inserted into an unresectable liver or bone lesion under ultrasound or CT guidance. Energy is delivered through the electrode to the lesion, which produces heat within the cells surrounding the electrode. When all cells within the lesion, as well as a surrounding margin, are heated beyond the lethal threshold (53 degrees C), the procedure is complete (approximately 30 minutes for a 7 cm ablation zone).

RITA markets the model 1500X™ radiofrequency generator that powers the company's complete line of Starburst™ disposable electrosurgical devices for both surgery and radiology applications. Starburst devices incorporate real-time temperature monitoring of the ablation site, providing clinicians with the most reliable indicator of complete cell death during procedures. The new Starburst XLi-enhanced device incorporates saline infusion technology that enables the largest volume ablations with the shortest procedure times available on the market today.

The company's products have been used in over 40,000 procedures by surgical oncologists, hepatobiliary surgeons, liver transplant surgeons, laparoscopic surgeons, and interventional radiologists. The RITA System was the first commercially available RFA device to receive United States Food and Drug Administration (FDA) marketing clearance in the U.S.

Medtech Insight estimates that the company currently controls more than 70% of total sales in the U.S. market for RFA products. MedMarket Diligence, LLC reports that the number of RFA interventions performed in the liver, lungs, kidney and bone will grow to over 50,000 in 2007.

RITA employs a direct sales force covering 23 territories in the United States and Canada. The company maintains a sales management team in Europe, and has distributor relationships that cover Europe, Asia, Japan, the Middle East, Africa, India, and Australia.

About Medtech Insight

Medtech Insight's "Investment In Innovation (In3): A Preview of Early-Stage Medical Technology Companies" conferences are considered the premier forum for senior executives in the medical technology and investment community to preview emerging medtech companies in need of funding, acquisition and/or strategic partnership. In addition to conferences, Medtech Insight publishes the "medtech insight" newsletter, a monthly publication covering the latest trends and innovations in the medical technology industry, analyses of medtech markets through its Reports group, and offers custom consulting and market research. To register for the Irvine conference or for more information on Medtech Insight, please call Scott Pantel at 949-219-0150 or 888-290-2225 toll-free in the U.S., e-mail in3@medtechinsight.com, or visit <http://www.medtechinsight.com/in3-10.html>.

SOURCE: RITA Medical Systems

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