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News Release

Thermage® Inc. Announces New Counts On All 1.5 cm² Big Fast Treatment Tips

Provides More Freedom for Physicians to Optimize Patient Results

HAYWARD, CA - January 11, 2005. Thermage® announced today that the company has doubled the REP counts (Radiofrequency Energy Pulses) on all 1.5 cm² Big Fast Treatment Tips, with no increase in price.

"This advancement was implemented based on recent research findings showing that more REPs resulted in more predictable efficacy and greater patient satisfaction. This research has been affirmed by valuable feedback from our physician partners indicating that greater and more consistent results may be achieved by using more REPs than the previous tips allowed," said Bob Byrnes, CEO. "With this increase in counts, physicians now have more REPs than needed for an average treatment area, facilitating a focus on treating to a desired clinical endpoint of immediate visual tightening and contouring, rather than managing available REPs." This improvement is consistent with Thermage's continued commitment to enhance patient results and satisfaction.

According to world renown dermatologist, Robert Weiss, MD, Associate Professor of Dermatology, Johns Hopkins University School of Medicine, more REPs combined with the use of lower treatment settings has allowed treatment to a clinical endpoint of immediate visible tightening which has produced greater efficacy and predictability and dramatically improved patient comfort and satisfaction. "This recent advancement has made it cost effective to further optimize patient outcomes within my practice," said Dr. Weiss.

The fact that the company has significantly increased the REPs without increasing the price, demonstrates Thermage's commitment to practice partnership and a patient-centric business model. "We greatly value and appreciate the partnership of our physician customers," said Mr. Byrnes. "Through this collaborative enhancement, we've teamed with our partners to provide increased economic value and empower them to further enhance the success of their aesthetic practice. It's truly a win-win situation."

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Thermage has a full time force of more than 32 dedicated professional Sales Consultants and Regional Managers committed to providing ongoing training and support to ensure each of our physician partners are trained on the latest treatment techniques proven to optimize efficacy, predictability and the overall patient experience with the Thermage procedure. In addition, Thermage offers advanced user workshops, online webinars and teleconferences to further train its users on the optimum procedure techniques.

About Thermage

Thermage is a leading medical device company that develops innovative aesthetic technologies, including its patented capacitive radiofrequency device, to achieve a desired cosmetic or therapeutic effect on and under the skin surface. Its flagship ThermoCool system is currently installed in more than 1,200 dermatology, plastic surgery and other cosmetic surgery practices worldwide. Founded in 1996, the Company's headquarters are located in Hayward, California, proximate to the San Francisco Bay Area and the Silicon Valley.

For more information about Thermage and the Thermage procedure, log on to www.thermage.com.

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