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## *News Release*

### **Thermage® Sues Syneron For Patent Infringement**

HAYWARD, Calif. - July 26, 2004. Thermage, Inc. announced today that it filed a patent infringement lawsuit against Syneron Medical Ltd., an Israeli company, and its U.S. subsidiary Syneron, Inc. having a principle office in Richmond Hill, Ontario, Canada. The lawsuit, filed in San Francisco, California, seeks damages and injunctive relief for infringement of a Thermage patent that is infringed by Syneron's systems for non-invasively treating skin.

The Thermage patent addressed in the lawsuit is U.S. Patent No. 6,749,624. This patent covers methods and devices for treating skin using either light or radiofrequency energy or both.

"It is clear to us that Syneron has copied some of our patented concepts," said Thermage President and CEO Bob Byrnes. "Our investors have spent over \$47 million to develop these concepts into medical devices that offer real clinical benefits to our customers. We had hoped that Syneron would accept our recent offer of a limited license because we really didn't want to have to litigate this matter. But when they refused, we had no choice but to defend the inventions we worked so hard to develop."

Mr. Byrnes went on to explain company concerns that the Thermage inventions were being implemented in a sub-optimal manner, thus tarnishing the reputation of Thermage by association. "When patients are treated by a Syneron device expecting similar tissue changes as Thermage has proven with our technology, their disappointment with results may lead people to believe that RF and other non-ablative devices don't work very well. We don't believe that's good for anyone-the patient, the doctor or the industry as a whole."

Thermage commercially launched its ThermaCool™ System for tightening skin in July 2002 and now has over 1000 systems installed worldwide. The ThermaCool System recently received FDA clearance for full-face treatment, adding to the clearance obtained in November 2002 for treatment of periorbital (around the eyes) wrinkles and rhytids.

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The ThermaCool System uses capacitive RF technology to non-invasively generate deep, uniform volumetric heating of surface tissue to tighten both skin and underlying tissue, while protecting the skin's outer layer with a cooling cryogen spray. The deep volumetric heating action promotes immediate collagen contraction beneath the skin surface and generates new collagen growth over time.

### **About Thermage**

Thermage is a leading developer and manufacturer of innovative aesthetic technologies designed to achieve a desired cosmetic or therapeutic effect on and under the skin surface. Founded in 1996, the company is privately held and is headquartered in Hayward, California, proximate to the San Francisco Bay Area and the Silicon Valley. Additional information about Thermage and its proprietary radiofrequency technology is available at [www.thermage.com](http://www.thermage.com).

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