

FOR RELEASE

RSNA NEWS: New Tool for Radiologists and Imaging Centers: LungPoint Procedure Planning Revolutionizes Referrals to Chest Physicians

System Uses CT Scans to Enhance Planning for Bronchoscopic Procedures

CHICAGO, IL, November 29, 2009 – Broncus Technologies, Inc., a medical device company focused on developing and commercializing innovative solutions for lung diseases, announced today that it is showcasing its LungPoint System at the Radiologic Society of North America (RSNA) Annual Meeting. Radiology departments and imaging centers are expected to benefit from this system. The computer-assisted, image-guided navigation system takes CT scans and provides multi-dimensional reconstructions of the airway tree and virtual animations of pathways to targets or lesions, allowing radiologists to provide much more sophisticated and detailed image reports to referring chest physicians.

“This is an exciting technology because finding an appropriate route through the lung airways to distant targets has long been a challenging aspect of bronchoscopy,” explained pulmonologist J. Burr Ross, MD of John C. Lincoln Hospital in Phoenix. “This system will allow radiologists to provide much more comprehensive information to referring physicians which is something pulmonologists and thoracic surgeons will be quite grateful to have.”

The LungPoint system also provides tools for the physician to use in reviewing the case with the patient. “Patients really appreciate being able to see exactly the areas in their own lungs that we are concerned about. Reviewing the images and pathways the system generates helps the patient understand the procedure they are about to undergo and puts them at ease,” states Dr. Ross.

The system’s planning software will help radiologists and imaging centers provide more comprehensive reports to physicians. “We believe that the system will allow radiologists to provide more value and increase their referrals by delivering thorough procedure planning information to lung specialists,” states Cary Cole, President and CEO of Broncus Technologies.

About the LungPoint System

The LungPoint Procedure Planning and Virtual Bronchoscopic Navigation system is used to plan and guide bronchoscopic procedures such as lung biopsies and fiducial marker placement. The software gives the physician tools to look at the lungs and airways in three dimensions, resulting in more effective treatment planning and execution. During bronchoscopy, the planned virtual path is compared to the live bronchoscope video images, indicating to the physician the correct airway to follow for optimal biopsy accuracy.

About Broncus Technologies, Inc.

Broncus Technologies is a medical technology company focused on developing and commercializing innovative solutions for lung diseases. With LungPoint™, physicians plan bronchoscopic procedures and navigate to locations in the lungs accurately and quickly. Our line of Yield™ catheters are used to obtain tissue samples and detect blood vessels. Our patented treatment method, Airway Bypass using Exhale® Drug-Eluting Stents, is being investigated to

determine if it can provide the first minimally-invasive treatment option for homogeneous, or diffuse, emphysema, the form of the disease experienced by the majority of emphysema patients.

For more information visit www.broncus.com.

Editors Notes

For more information on LungPoint, the EASE Trial or Broncus Technologies, please contact Meghan Oreste at 617-823-1441 or moreste@comcast.net

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