



Olympus Showcases ENDOEYE FLEX 5 at Premier's National Healthcare Innovation Event

*World's Only Autoclavable 5mm HD Deflectable Videolaparoscope
Advances Minimally Invasive Surgical Procedures*

CENTER VALLEY, Pa., June 13, 2013 – Olympus, a precision technology leader in designing and delivering innovative Medical and Surgical solutions among other core businesses, announced today that its ENDOEYE FLEX 5 was one of 14 medical innovations on display in front of thousands of healthcare providers and experts at the Premier healthcare alliance's 2013 Breakthroughs Conference and Exhibition.

Olympus' ENDOEYE FLEX, the world's first autoclavable 5mm HD deflectable videolaparoscope, was selected by clinicians and other members of Premier, a provider-owned performance improvement alliance of more than 2,800 hospitals and nearly 95,000 other care sites. Selection criteria included the uniqueness of the product, its ability to have an impact on an unmet medical need and its potential to positively impact patient care. The ENDOEYE FLEX 5 was showcased during the conference's fifth annual [Innovation Celebration](#) that recognizes advances in healthcare while highlighting industry suppliers committed to innovation and improving patient outcomes.

"The ENDOEYE FLEX 5 represents a significant breakthrough in laparoscopic imaging and strengthens our portfolio of surgical products by enhancing the performance and functionality for surgeons for minimally invasive procedures," said Luke Calcraft, President of the Medical Systems Group at Olympus Corporation of the Americas. "We remain fully committed to meeting the needs of healthcare providers by providing cutting-edge products that improve the quality of care, enhance patient satisfaction and reduce the total cost of healthcare."

The ENDOEYE FLEX 5 offers HD resolution in a 5mm diameter scope providing bright, crisp images enabling surgeons to see fine details during surgery. The product allows 100 degree angulation in all directions providing complete visualization of complex anatomical structures.

In addition, the ENDOEYE FLEX 5 offers significant advantages for the surgeons and OR staff throughout the procedure. The product offers surgeons the flexibility to change the direction of view enabling them to visualize organs and tissue head-on, from above and from behind. The integrated all-in-one design enables easy setup and a simple plug-and-play operation. The advanced optical design makes the scope Focus Free eliminating manual focusing by the surgeon during the procedure. Following the procedure, the ENDOEYE FLEX 5 can be autoclaved simplifying the workflow and generating reprocessing cost savings for the hospital.

About the Premier Healthcare Alliance, Malcolm Baldrige National Quality Award Recipient

Premier is the nation's largest performance improvement alliance of more than 2,800 U.S. hospitals and 95,000 other sites using the power of collaboration and technology to lead the

transformation to coordinated, high-quality, cost-effective care. Owned by healthcare providers, Premier operates a leading purchasing network with more than \$5 billion in annual savings. Premier also maintains clinical, financial and outcomes databases based on 1 in every 4 patient discharges. A world leader in measurably improving patient care, Premier has the largest performance improvement collaboratives in America, including one in partnership with the Centers for Medicare & Medicaid Services. Headquartered in Charlotte, N.C., Premier also has an office in Washington. <https://www.premierinc.com>. Stay connected with Premier on Facebook, Twitter, LinkedIn and YouTube.

About Olympus Medical Systems Group

Olympus Medical Systems Group, a division of global technology leader Olympus, develops solutions for healthcare professionals that help improve clinical outcomes, reduce overall costs and enhance quality of life for their patients. By enabling less invasive procedures, innovative diagnostic and therapeutic endoscopy, and early stage lung cancer evaluation and treatments, Olympus is transforming the future of healthcare.

For more information visit Olympus at www.olympusamerica.com.

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