



## Press release |

### **IBA'S RADIOMED SIGNS SALES REPRESENTATIVE AGREEMENT WITH FIVE ONE STAR MEDICAL FOR VISICOIL™ IN THE US AND CANADA**

*New exclusive sales representation for VISICOIL fiducial markers will strengthen our company's presence in the oncology and intensity modulated radiation therapy (IMRT) markets*

**Bartlett, TN, August 10<sup>th</sup>, 2011** - RadioMed Corporation, a subsidiary of Ion Beam Applications, S.A. ([IBA](#): Reuters IBAB.BR and Bloomberg IBAB.BB) announced today that, effective immediately, Five One Star Medical LLC is the new, exclusive sales representative for RadioMed's patented [VISICOIL](#)™ flexible linear fiducial markers in the United States and Canada. Both parties will work closely to increase the use of VISICOIL to aid in the treatment for a variety of cancers.

Five One Star Medical will lead all ongoing and future sales and sales support inquiries for VISICOIL. RadioMed Corporation will continue to manufacture, ship and invoice out of its state-of-the-art manufacturing and distribution facility located in Bartlett, Tennessee.

RadioMed chose the Five One Star Medical team, led by its President, Joe Lawrence, as it brings over 51 years of combined experience in the oncology and medical device fields, including a history of success servicing RadioMed's VISICOIL customers in the US and Canada.

"This appointment further strengthens our goals of helping bring VISICOIL to more of the oncology market for use in patient care and providing the best service to our customers," stated Chuck Lindley, COO, RadioMed Corporation. "Partnering with Five One Star Medical helps us best execute on these goals and we are confident the market and our customers will recognize the value of working with Five One Star Medical."

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#### **About RadioMed and VISICOIL™**

RadioMed Corporation was founded in 1997 as a private corporation and became part of IBA in 2003. The VISICOIL™ is a patented helically wound gold coil available in various diameters and lengths to aid in the treatment of a range of radiation therapy techniques that target the prostate, lung, liver, pancreas, breast and various other organs.

The [clinical success](#) of focused, dose-delivery procedures such as intensity modulated radiation therapy (IMRT) and conformal radiation therapy (CRT) is based on the accuracy of target identification and precise patient positioning. VISICOIL's flexible coiled markers allow for accurate tumor localization, using a variety of visualization techniques. VISICOIL is a general-purpose implanted fiducial marker. The marker is indicated for use to radiographically mark soft tissue for future therapeutic procedures, per US FDA cleared 510(K). For more information about VISICOIL, please visit [www.imagingmarker.com](http://www.imagingmarker.com).

#### **About IBA**

IBA develops and markets leading-edge technologies, pharmaceuticals and tailor-made solutions for healthcare with a focus on cancer diagnosis and therapy. The dosimetry activities of IBA offers a full range of innovative solutions for radiotherapy, radiodiagnostics, calibration service and imaging markers. Its measuring instruments and software enable medical physicists and radiologists to perform the necessary quality assurance and calibration procedures. Listed on the pan-European stock exchange EURONEXT, IBA is included in the BelMid Index. (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB).

**About Five One Star Medical**

Five One Star Medical is a North American Device Distributor specializing in oncologic health. Its management team has over 51 years combined experience in the medical device industry. Five One Star Medical focuses on providing unique and innovative products. Its mission is to deliver the highest quality customer service and products while developing long term synergistic relationships with healthcare professionals. Please visit [www.fiveonestarmedical.com](http://www.fiveonestarmedical.com) for more information.

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