



FOR IMMEDIATE RELEASE

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PRESS RELEASE

OCON Medical's Second IUB™ Product Gains CE Approval

Modiin, Israel – OCON Medical is pleased to announce that the CE mark has been granted to its second novel product - the IUB™ SCu300B Intrauterine Device, the second of a line of developed products. The grant comes seven months after the CE approval of OCON's first product – the IUB™ SCu300A.

The IUB™ SCu300B is a 25% larger and stiffer version of the first product, both based on the company's innovative spherical intrauterine platform and both intended for long term reversible female contraception. Its effective lifetime is 5 years though it may be removed at any time if return to fertility is desired. The newly approved product is intended to provide healthcare providers a choice of IUB™ sizes to better fit different uterus physiologies.

With the CE marketing, both the IUB™ SCu300A and SCu300B can be freely marketed in over 30 countries including all European Union member states. OCON plans to initiate marketing of the IUB™ SCu300B in February 2015 following the IUB™ SCu300A's launch in October 2014.

This second CE mark grant follows OCON's ISO 13485 certification obtained earlier this year, marking the company's advancement into a growth phase and allowing it to become the first to achieve this position in the IUD field since the early 1990's. "We are glad to see that our first product is doing so well and are looking forward to further expand an already successful market entry with our second product" said Ariel Weinstein, OCON's CEO. He added that "with a selection of sizes clinicians will now be able to fit the most suitable product, making women's experience more satisfactory".

OCON plans to initiate a European study of the IUB™ SCu300B in mid-2015. A major comparative study of the initial product, the IUB™ SCu300A is currently underway in Europe with over 340 participants.

OCON Medical was established in early 2011 by Ilan Baram, MD, a senior gynecologist, and is dedicated to women's health innovation. The company has developed the IUB™ - Intrauterine Ball, a proprietary intrauterine platform made of a super-elastic alloy which is an ideal carrier for multiple substances and indications. The company is actively developing pipeline products for additional indications and has recently secured financing through its investment partners that will support its continued growth.

For more information visit the company website: www.oconmed.com.