



FOR IMMEDIATE RELEASE

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PRESS RELEASE

OCON Medical's IUB™ SCu300A Cleared For Sale In Israel

Modiin, Israel – OCON Medical is pleased to announce that the AMAR (Medical Equipment & Devices) approval has been granted to its IUB™ SCu300A Intrauterine Device by the Israel Ministry of Health, allowing sale of the device throughout the country. The grant concludes a lengthy regulatory approval process.

The IUB™ SCu300A is based on the company's innovative spherical intrauterine platform and is 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 product is intended to lessen the risks involved with current IUDs, particularly uterine perforation during insertion as well as malposition and expulsion while reducing discomfort and bleeding irregularities that often affect copper IUD users.

CE marked in May 2014, the IUB™ SCu300A can now be freely marketed in Europe, Israel and other countries. This comes a month after the CE marking of the IUB™ SCu300B, OCON's second product. Sales of the IUB™ are to be initiated in Israel within weeks and discussions are underway with potential distribution partners.

"The approval of our product in OCON's home base is significant and we are glad to obtain it within the timeframe we anticipated" said Ariel Weinstein, OCON's CEO. He added that "our success here is important and we plan to do our best to assure a smooth market entry". OCON expects to approve the IUB™ SCu300B in Israel later this year.

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.