



For Immediate Release

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OLYMPUS TO DONATE \$1.5 MILLION TO ASGE'S IT & T CAPITAL CAMPAIGN

Olympus' donation is the largest commitment to date for the new state-of-the-art GI Training Center

OAK BROOK, Ill. – Aug. 18, 2011 – The American Society for Gastrointestinal Endoscopy (ASGE) Foundation has received a commitment of \$1.5 million from Olympus, the largest pledge to date, for the ASGE's IT & T Capital Campaign, a fundraising project to construct a new facility that will provide cutting-edge technology and training capabilities to significantly optimize current educational opportunities. Olympus' donation will be made in increments of \$300,000 annually over five years.

"Olympus has been a dedicated corporate partner of ASGE's for over three decades and we are grateful for their generous donation of \$1.5 million to fund the Society's new Institute for Training & Technology," said Gregory G. Ginsberg, MD, FASGE, President, American Society for Gastrointestinal Endoscopy. "As a leader in endoscopic technology, Olympus understands the importance of providing an interactive learning environment to physicians for the training and adoption of new endoscopic techniques and technologies that improve physician performance and advance patient care."

"Olympus' commitment to the ASGE and to physician education and training reflects our dedication as a global healthcare leader to advance medical and surgical techniques, minimally invasive procedures and technological solutions," commented Luke Calcraft, President, Medical Systems Group, Olympus Corporation of the Americas and President & COO, Gyrus ACMI, Inc.

"By enhancing physician knowledge and inspiring visionary solutions, together we will improve life-saving procedures and prolong patient health," continued Calcraft.

ASGE has been providing learning opportunities at its current Institute for Training & Technology (IT & T) in Oak Brook, Ill. The new facility will be situated on a 3.5-acre plot in Chicago's Downers Grove

suburb, close to both O'Hare and Midway airports, and will serve as the global home of endoscopy, offering a full range of medical training and continuing medical education (CME).

The new facility will offer:

- Significantly enhanced laboratory facilities that will house up to 16 endoscopy towers and other medical equipment to provide training simulations using the latest equipment and technologies
- Advanced training models and simulators
- A 100-seat auditorium with a built-in audience-response system
- In-house DVD authoring and rapid duplication capabilities
- Additional conference space and breakout rooms
- The capability to send and receive live satellite transmissions anywhere in the world, including endoscopic instruction and demonstration techniques as well as didactic lectures on research and educational findings
- The potential to access live and/or recorded institute hands-on and didactic courses via video streaming technology or the ASGE-controlled digital resource library
- The ability for domestic and international faculty to participate in courses on site or via satellite to teach cutting-edge techniques live to anyone, anywhere in the world
- A residence for international members to extend training while in the U.S. attending DDW® or other meetings, allowing them to learn and practice techniques that are not standard in their regions of the world

ASGE and the ASGE Foundation promote ongoing research in gastrointestinal endoscopy and its applications to disease management and prevention to ultimately improve the quality of endoscopy delivered to patients. The ASGE Foundation also funds programs designed to improve physician training and foster career development as well as supporting important educational initiatives aimed at explaining the role of endoscopy in digestive health to the public. The IT & T Capital Campaign has raised funds from ASGE members and corporate partners, and the campaign is more than halfway toward its \$6 million fundraising goal.

To learn more about the IT & T Capital Campaign, visit www.asge.org/ITTCampaign.

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About the American Society for Gastrointestinal Endoscopy

Since its founding in 1941, the American Society for Gastrointestinal Endoscopy (ASGE) has been dedicated to advancing patient care and digestive health by promoting excellence in gastrointestinal endoscopy. ASGE, with nearly 12,000 members worldwide, promotes the highest standards for endoscopic training and practice, fosters endoscopic research, recognizes distinguished contributions to endoscopy, and is the foremost resource for endoscopic education. Visit www.asge.org and www.screen4coloncancer.org for more information and to find a qualified doctor in your area.

About Olympus Medical Systems

Olympus develops solutions for healthcare professionals that help improve outcomes 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 about Olympus America and its commitment to physician training, visit www.olympusamerica.com/endoscopy.

About Endoscopy

Endoscopy is performed by specially-trained physicians called endoscopists using the most current technology to diagnose and treat diseases of the gastrointestinal tract. Using flexible, thin tubes called endoscopes, endoscopists are able to access the human digestive tract without incisions via natural orifices. Endoscopes are designed with high-intensity lighting and fitted with precision devices that allow viewing and treatment of the gastrointestinal system.