



novoGI Focus of Award Winning 21st Century Health and Business

Innovative approach to GI disease management highlighted

Atlanta, Ga., September 20, 2012 - **novoGI** Inc. today reported that 21st Century Health and Business, the health and medical related business television program, that showcases insights from cutting edge corporations around the world and innovative business strategies, highlighted **novoGI** and its compression anastomosis solution and its revolutionary approach to GI disease management.

Jackie Bales, 21st Century Health and Business program anchor, commented on the over 10,000 procedures and over 50 peer reviewed publications evidencing the clinically proven patented nitinol-based **novoGI** compression anastomosis solution for lower anterior resections in Colorectal surgeries. Recent data include an 1,180 patient study in press for the *American Journal of Surgery* and findings presented at the 2012 meeting of the American Society of Colorectal Surgeons (ASCRS).

"This is the first major advance in tissue reconnection in gastro intestinal surgery in more than 30 years, with recent data validating the superior effectiveness of our technology and product for LAR resection procedures. The ease of use and successful outcomes in regard to leak rates, enable better natural healing processes of the intestine," stated Gavriel Meron, President and Chief Executive Officer of **novoGI**.

Mr. Meron continued, " **novoGI** is dedicated to advancing patient care by seeking to provide a full range of procedures and products in line with our focus on seeking better outcomes through **novoGI**'s comprehensive approach to GI disease management."

Click to watch **novoGI** on 21st Century Health and Business
http://www.novogi.com/news/video-gallery.html#novoGI_on_21st_Century_Health_and_Business



About novoGI

novoGI is focused on providing an expanding range of solutions for GI disease management through a globally branded, high quality, market driven company. The US headquarters are in Atlanta, Georgia; research, development and manufacturing facilities in Netanya, Israel; and its European headquarters are near Paris, France.

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For further information contact:

Marcom@novoGI.com

www.novoGI.com