

Atlanta, GA, June 12, 2012

novoGI™ Announces Purchase of IP and Collaboration with Leading Gastroenterologist Dr. Christopher Paul Swain

Innovative Bariatric Compression procedure to be jointly developed

Atlanta, Ga., June 12, 2012 - novoGI Inc. today announced that it has purchased IP and signed a collaboration agreement with Dr. C.P. Swain for the joint development of an innovative laparoscopic nitinol based compression anastomosis solution for Bariatric surgery. Professor Paul Swain is Professor of Gastrointestinal Endoscopy at Imperial College, London University, UK. Professor Swain is widely published in the area of gastroenterology, with over 180 publications on areas such as endoscopy, gastrointestinal bleeding and technical advances and devices for endoscopy.

"I am thrilled to be working again with Gavriel Meron and the novoGI development team to provide a unique solution for the growing need for a simpler and safer bariatric surgical procedure," commented Dr. Swain. "Bariatric surgery often is the best path for resolving obesity and Type 2 Diabetes, and we believe that our innovative solution may significantly improve outcomes and quality of life, thereby becoming the standard of care worldwide."

"We are delighted to be collaborating with Dr. Swain. A prototype has already been successfully tested in pre-clinical studies and we look forward to jointly developing this solution," said Gavriel D. Meron, President and Chief Executive Officer of novoGI. "We see this agreement as another important step in expanding our offerings in line with our focus on advancing patient care and seeking better outcomes through our comprehensive approach to GI disease management".

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About Dr. Christopher Paul Swain

Professor Paul Swain trained in Oxford and London University and specialized in gastroenterology, doing his MD on the use of therapeutic endoscopy for the treatment of gastrointestinal bleeding. Subsequent posts included a DHSS-funded Clinical Research Fellowship to study the effect of lasers in gastrointestinal hemorrhage. In 1987, he was appointed as Senior Lecturer and Consultant in Gastroenterology at the Royal London Hospital. In 1999, he was appointed to

become Professor of Gastrointestinal Endoscopy to London University. In 2003 he moved to Imperial College in London University.

Professor Swain has contributed chapters to key clinical textbooks such as the Textbook of Gastroenterology (Ed T Yamada) and Clinical Gastroenterology, Endoscopy: New Techniques in Diagnosis and Therapy (Ed: H D Allescher and M Classen). He is a named inventor of numerous issued patents of devices for flexible endoscopic gastrointestinal surgery. His work has resulted in a number of postgraduate honors, including the Medal of Padua University, the Medal of the Danish Surgical Society, the Hopkins prize of British Society of Gastroenterology on two separate occasions, the Medal of the University of Rome, the Schindler award of the American Society of Gastrointestinal Endoscopy. He contributed to the invention and development of endoscopic sewing devices, the wireless capsule endoscope and new methods and devices for less-invasive surgery including bariatric and laparoscopic surgery.

About novoGI

novoGI is focused on expanding its range of device driven 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 near Paris, France. For more information, visit www.novogi.com.

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