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NEWS RELEASE

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(For immediate release)

NEW PROCEDURE AT FAIRFIELD MEDICAL CENTER OFFERS HOPE TO PATIENTS SUFFERING FROM CHRONIC SINUS INFECTIONS

*Proven Technology in Treating Chronic Sinus Infections Now Available at
Fairfield Medical Center*

LANCASTER, Ohio (July 21, 2009) – Do you ever wonder if there is anything that can be done to stop chronic sinus infections? Fairfield Medical Center has your answer. A clinically proven, minimally invasive technology for treating chronic sinus inflammation is now available right around the corner at Fairfield Medical Center. The Balloon Sinuplasty™ system by Acclarent™ uses a small catheter and balloon to quickly open and expand blocked sinuses.

Sinusitis is one of the most common health problems in the U.S., afflicting 37 million Americans each year. Patients suffer headaches, congestion, fatigue and other symptoms. This condition significantly impacts an individual's physical, functional, and emotional quality of life.

Historically, sinusitis patients were limited to two treatment options: medical therapy such as antibiotics and topical nasal steroids, or conventional sinus surgery such as Functional Endoscopic Sinus Surgery (FESS). Medical therapy can help alleviate symptoms in as many as 80% of patients but is inadequate for the rest. For them, sinus surgery is often the best option. However, FESS is a conventional surgery that requires bone and tissue removal in order to open up blocked sinus passageways. In lieu of a desired treatment, approximately 900,000 patients each year elect to live with painful sinus conditions.

There is an alternative solution in endoscopic sinus surgery with the Balloon Sinuplasty™ technology by Acclarent. A small, flexible balloon catheter is placed through a nostril into the blocked sinus passageway. The balloon is then inflated to gently restructure and open the sinus passageway, restoring normal sinus drainage and function.

Dr. Anil Gokhale is one of the first physicians in this area to offer this technology, he noted, "The Balloon Sinuplasty™ devices by Acclarent are a true advance in sinus care because in many cases it can be done without removing any tissue or bone. That means faster recovery times and less post-procedure discomfort. In fact, many of my patients have been able to return to normal activities within 24 hours and have had significant improvement in their symptoms."

Sinusitis patients who are considering their options can learn more about Balloon Sinuplasty™ technology by Acclarent by contacting Dr. Gokhale at (740) 687-5445 or by visiting www.balloonsinuplasty.com

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