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“WORLD’S HIGHEST RESOLUTION” HD SURGICAL CAMERAS
USED IN NATIONAL GEOGRAPHIC CHANNEL’S “INSIDE THE LIVING BODY”

KARL STORZ IMAGE 1[®] HD PROVIDES DRAMATIC ENDOSCOPIC VIDEO
FOOTAGE NEVER BEFORE BROADCAST ON TELEVISION

CULVER CITY, CA (September 5, 2007)—KARL STORZ Endoscopy-America, Inc., a world leader in endoscopy and advanced video imaging technologies, is proud to announce that its Image 1[®] HD technology was used to provide key high-definition (HD) video footage highlighted in the upcoming National Geographic Channel (NGC) premiere, “Inside the Living Body.” The production used several KARL STORZ Image 1[®] HD video cameras to capture highly detailed video images to underscore key aspects of how our bodies function throughout our lifetimes and will include HD video footage previously unseen on television. The cutting-edge HD video segments were provided for the production by Gold Coast IVF.

Inside the Living Body, which premieres Sunday, September 16, 2007, at 8pm ET and 9pm PT on NGC, traces the life of one woman from birth through old age and death while examining the normal daily workings of her bodily functions.

In addition to the HD video footage captured with Image 1[®] cameras, the production also used computer generated imagery (CGI) to seamlessly combine those images with highly accurate anatomical models and internal photos to clearly show how our bodies function and

change over time. The production achieved a number of “firsts” for a televised program, including strikingly detailed images of a human egg about to erupt from the ovary and fat inside the human stomach.

Steven Palter, MD, Medical and Scientific Director, Gold Coast IVF based in Syosset, NY, and an HD endoscopy specialist provided the images captured with the KARL STORZ system, which he describes as the “highest resolution surgical system ever created.” Says Palter, “I received a call from the National Geographic Channel producers requesting copies of some of the footage for use in their upcoming HDTV show on the human body.”

Palter notes that these were the highest resolution video images he had ever seen in endoscopy. “It was like looking through a window – it’s that clear,” he says. “You’ll see an egg developing inside an ovarian follicle, as well as images of the bowel, liver and gall bladder, fallopian tubes, cervix, and uterus. This is the highest definition system ever developed for medical imaging that is also in a wide-screen 16:9 format.”

“We are quite pleased to have played such a vital part in the development of this groundbreaking National Geographic Channel special,” says Jeffrey Yates, Group Marketing Manager, Video Imaging, KARL STORZ. “The higher resolution of Image 1[®] FULL HD provides optimum clarity, color contrast and depth perception, giving laparoscopic surgeons superior visualization.”

About KARL STORZ Image 1[®] HD

With the addition of high-definition (HD) technology to its Image 1[®] family of products, KARL STORZ gives endoscopic surgeons in virtually every specialty the best viewing experience available, as well as a range of enhanced functional capabilities. Image 1[®] now offers FULL HD, with 1920 x 1080 resolution. It also acquires and displays surgical images in a 16:9 aspect ratio for the widest and most natural endoscopic view possible. Progressive scanning at 60 frames per second captures fast-moving object and produce sharper still images with less distortion, especially during rapid instrument movement.

The innovative 1080p60 Image 1[®] HD system also provides unprecedented functionality, including control of lighting and insufflator flow and pressure directly from the HD camera head. This enables surgeons to begin procedures when they want to, rather than waiting for assistance in starting or regulating flow.

Because Image 1[®] HD is a video “platform” rather than a stand-alone camera “system,” it is both forward and backward compatible. This means that it can be upgraded rather than replaced to accommodate changes in technology. And the transition to HD is simplified because existing standard-definition camera heads and video scopes can still be used with the new Image 1[®] HD CCUs. This means that Image 1[®] HD can provide savings year after year for a lower cost of ownership.

For more information about KARL STORZ Image 1[®] HD technology, visit www.karlstorz-hd-endoscopy.com.

About KARL STORZ Endoscopy-America, Inc.

KARL STORZ Endoscopy-America, Inc., is an affiliate of KARL STORZ GmbH & Co. KG, an international leader for more than 60 years in reusable endoscope technology, encompassing all endoscopic specialties. Based in Tuttlingen, Germany, KARL STORZ GmbH & Co. KG is a family-owned company that designs, engineers, manufactures and markets all its products with an emphasis on visionary design, precision craftsmanship and clinical effectiveness. For more information, call (800) 421-0837, or visit the company’s Web sites a www.karlstorz-hd-endoscopy.com or www.karlstorz.com.

About NGC

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more

recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC HD which provides the spectacular imagery that National Geographic is known for in stunning high-definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available to almost 65 million homes. For more information, please visit

www.nationalgeographic.com/channel.

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