

# PRESS RELEASE

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## **Medical Technical Products Celebrates 25 Years in Business**

### **Manufacturer of leading-edge devices for cataract surgery is expanding, with an emphasis on international markets**

October 14, 2009, Irvine, CA – Medical Technical Products (MTP), a world leader in phacoemulsification technology for the surgical removal of cataracts, has reached its silver anniversary. MTP is committed to the development of affordable phacos, with a focus on surgeons eager to serve cataract patients in emerging countries. MTP has sold its phacos in many countries and has expanded its business in recent years, rising to a top-3 position in China in installed phacos and developing significant distribution in South America.

This quarter, MTP is embarking on an unprecedented push in sales and marketing, targeting new markets. MTP is proudly exhibiting in booth 139 of the 2009 AAO•PAAO joint meeting in San Francisco. MTP's sales/marketing manager, Josh Rothman, is excited at plans to announce MTP's newest, most advanced, phaco to date and will be recruiting new distributors to market this exciting new solution.

“For 25 years, MTP has been one of the best kept secrets in the medical products industry”, says founder and general manager, Jim Bakos. “While continuing to supply MTP's unique technology to competing phaco manufacturers, MTP is ready to stake our rightful claim in the international market. Our customers' overwhelming acceptance of our state-of-the-art products has helped MTP attain an ever-increasing market share. To further increase MTP's market share, Rothman is aggressively committed to recruiting new distributors worldwide.”

The privately-held company has consistently maintained profitability throughout the recent worldwide economic crisis, largely by focusing on what has made MTP successful. Bakos attributes that success to MTP's consistent company vision. “MTP has always developed our products using the very latest technology, refusing flashy design choices that can drive up costs and sometimes complicate use. This philosophy has allowed us to maintain low prices, suitable for countries and economies where surgeons and patients are unable to afford glamorous options.” In contrast to the overly-complex designs offered by the competition, MTP's designs emphasize simplicity and MTP has found that users appreciate the resulting ease of use. MTP's products minimize the total cataract extraction cost, critical in countries without elaborate western-style insurance and health care programs.

#### About MTP

Since its founding in 1984, MTP has been dedicated to phacoemulsification, with emphasis on portable, simple design. After a decade of developing a unique expertise supplying other phaco manufacturers, MTP began to manufacture its own user-friendly phaco, the Model 2000 Ophthalmic Surgical System. Approved by the US FDA for export, MTP aggressively markets and sells the Model 2000 worldwide at a fraction of its competitors' prices. Benefit from MTP's experience. Visit MTP at: [www.medtechprods.com](http://www.medtechprods.com)