

Welcome to the first issue of OPTIM Incorporated's online newsletter. Our goal is to share with you the latest news about our company, our people and the cutting-edge medical and industrial products we provide to our customers.

This month, we focus on the ENTity Nasopharyngoscope, the lightest, brightest and most portable scope on the market today. It is completely self-contained and requires no outside light source. Our untethered scope received rave reviews at last year's AAO-HNS OTO Expo, and coverage in top ENT publications around the world. Find out how we can help you improve the quality care you provide to your patients.

FDA Clears Groundbreaking Nasopharyngoscope for Sale

Fully integrated untethered scope offers brightest light and maximum mobility



OPTIM Incorporated, a premiere manufacturer of flexible endoscopes and related accessories, announced 510(k) clearance by the Food and Drug Administration (FDA) for its revolutionary new ENTity™ NasoView; a Flexible LED Illuminated Nasopharyngoscope.

With its self-contained, patented LED-Light Engine, ENTity™ stands alone in the world of flexible endoscopy. By freeing the physician from the "tug" of light guides, external light sources and the need for AC wall power, ENTity™ provides unparalleled portability and ease of use. ENTity™, which has been several years in the making, is the brightest and lightest LED-illuminated flexible endoscope available. This is all provided in a uniquely compact, ergonomically elegant package.

Thomas V. Root, President and CEO of the Sturbridge, MA-based Company, says "This clears the way for us to market



Doug Fish Hired to Lead OPTIM's ENTity Sales Force

Optim Incorporated welcomes Douglas Fish as its new Manager of Sales and Marketing for ENT Products. Doug brings more than a decade of experience in the medical sales industry to his new position. He has worked with pharmaceutical giants Novartis, Eli Lilly & CO, and UCB Pharmaceuticals, where his positions have included Senior Territory Specialist and Senior Hospital Sales Manager respectively. Doug has won many industry awards over the years for his top sales skills.

In his new role, Doug is responsible for the management of the day-to-day sales activities in addition to the promotional and marketing activities for OPTIM Incorporated's Medical Division for the United States, Canada and South America.

"I'm confident that my sales experience has prepared me well for my new position," he says. "I know what it takes to build relationships with customers, and when you are bringing a new groundbreaking medical device to the market, it's very important to quickly establish a relationship built upon trust; trust in the product we deliver and trust in

this groundbreaking technology in the Ear, Nose and Throat (ENT) Market and establishes a platform from which OPTIM can develop new flexible endoscopes that will provide this technology to medical professionals in other disciplines".

Root says that the portable scope has unparalleled light output, which because it is untethered, will enable physicians to act faster, and move more quickly and easily whether it's in the ER, at the hospital, or in their office. "This truly paves the way for a new era in endoscopy," he adds.

Douglas Fish, OPTIM's Manager of Sales & Marketing for ENT Products says: "The FDA's clearance for the ENTity NasoView has brightened the path for physicians to quickly, simply and easily examine their patients and it positions OPTIM as a pioneer in LED lighting technology for medicine".

ENTity™ can also be coupled to any standard video camera system and the product's 3-year warranty on the LED-Light Engine, combined with its other design elements, will also provide lower cost of ownership than conventional scopes.

About ENTity™:

ENTity's LED Nasopharyngoscope offers an unmatched high intensity LED light source that delivers, complete mobility and maximum flexibility to the user.

Other features include:

Less than 11 oz total weight

High intensity LED light source (5500 Kelvin/natural sunlight quality) for exceptional visibility

Eliminates need for separate external light sources and cables

Sleek Fully sealed and completely immersible handle

Variable light intensity; no bulb replacements required

3-year warranty on LED Light Engine

Two-way distal tip articulation, +/- 135 degree

3.6 mm insertion shaft diameter - 30 cm insertion shaft working length

"B" style eyepiece that can use standard camera coupler

Lithium Ion rechargeable battery

May be used left or right handed, thumb or finger actuated

OPTIM Incorporated to be there as a resource to meet the needs of the customer and the needs of the patient."

Fish believes OPTIM's new ENTity scope will change the way physicians react to the needs of the patient. "The portability of the ENTity will enable the physician to react quickly in the hospital, ER, ICU or the office. The build quality, light intensity and compact package is a testament to the engineering and research that went into developing the scope."

OPTIM President and CEO Thomas V. Root is pleased to have Doug on board. "We are looking for great things from Doug and we are confident that his prior experience has prepared him for the opportunity to lead this program."

Doug Fish lives in Sturbridge with his wife Natalie and daughter Alexandra. When he's not busy at OPTIM, he enjoys outdoor activities, and spending time with his family.

Join Our Mailing List!



**SECOND BATTERY
FREE**

Purchase an ENTity
Nasopharyngoscope
between now and July

31, 2008 and receive a second rechargeable battery. Mention this offer when ordering.

To Order Your ENTity Nasopharyngoscope, contact:

OPTIM's Sales Department

1-800-225-7486

fax: 508-327-2380

sales@optimnet.com

www.optimnet.com/ENTity.php

