

## RITA Medical Systems, Inc. Names David R. Horn Vice President, Business Development

MOUNTAIN VIEW, Calif., Oct. 9 /PRNewswire/ -- RITA Medical Systems, Inc., (Nasdaq: RITA), a medical device company that develops, manufactures and markets minimally invasive products to treat patients with solid cancerous or benign tumors, today announced that David R. Horn has been named to the position of Vice President, Business Development, effective immediately. In this position, Horn will be responsible for overseeing all business development activities for the company, including the identification and development of strategic partnerships and new markets, licensing opportunities and acquisitions. He will report directly to Chief Executive Officer Barry Cheskin.

Cheskin commented, "Our opportunity today is to apply our resources to a large number of real and sizable opportunities for our platform technology. We have brought David on board with his wealth of experience to help us determine the best means of reaching the marketplace on a number of fronts while remaining focused on our core competencies and committed to near-term profitability. His expertise in developing partnerships and in driving value via licensing and partnership arrangements will be increasingly important as we seek the most efficient and profitable ways to extend our platform technology to address additional types of cancers and other serious health concerns."

Horn came to RITA from Mountain View-based Ventro Corporation (Nasdaq: VNTR) where he was Vice President, Corporate Development. In this role, he was responsible for evaluating and executing strategic acquisitions, investments and partnerships for Ventro. Prior to this, he spent eight years with Morgan Stanley Dean Witter & Co. where he was most recently a Vice President, Corporate Finance for the Health Care Group based in Menlo Park, CA. His duties included a wide range of strategic and financing assignments with clients in the healthcare industry with a specific focus on medical technology, biotechnology and eHealth. Horn began his career with Morgan Stanley as a financial analyst and also was an Associate in the Mergers, Acquisitions and Restructuring Department.

Horn graduated from Princeton University with an A.B. in political economy and received a MBA from Stanford University Graduate School of Business. He resides in Menlo Park, CA.

About RITA Medical Systems, Inc.

RITA Medical Systems, Inc., develops, manufactures and markets innovative products for patients with solid cancerous or benign tumors. The proprietary RITA system uses radiofrequency energy to heat tissue to a high enough temperature to ablate it or cause cell death. The company has sold over 30,000 of its disposable devices throughout the world. While the company's current focus is on liver cancer, the company believes that its minimally invasive technology may in the future be applied to other types of tumors, including tumors of the lung, bone, breast, prostate and kidney. The company has received regulatory clearance in major markets worldwide, including the United States. In March 2000, RITA became the first radiofrequency ablation company to receive specific FDA clearance for unresectable liver lesions in addition to its previous general FDA clearance for the ablation of soft tissue.

The statements in this news release related to the company's plans to identify opportunities for its platform technology and to extend its technology to applications beyond the liver are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. Further information regarding these and other risks is included in the company's periodic filings with the Securities and Exchange Commission, including the company's Report on Form 10-K for the year ended December 31, 2000 and the company's Report on Form 10-Q for the quarters ended March 31, 2001 and June 30, 2001.

For further information please contact investors, Matt Clawson, [matt@allencaron.com](mailto:matt@allencaron.com), or media, Len Hall, [len@allencaron.com](mailto:len@allencaron.com), both of Allen &

Caron Inc, +1-949-474-4300, for RITA Medical Systems, Inc.; or Donald Stewart, Chief Financial Officer of RITA Medical Systems, Inc., +1-650-314-3511.

MAKE YOUR OPINION COUNT - [Click Here](#)

<http://tbutton.prnewswire.com/prn/11690X36208840>

SOURCE RITA Medical Systems, Inc.

Web site: <http://www.ritamedical.com>

CONTACT: investors, Matt Clawson, [matt@allencaron.com](mailto:matt@allencaron.com), or media, Len Hall, [len@allencaron.com](mailto:len@allencaron.com), both of Allen & Caron Inc, +1-949-474-4300, for RITA Medical Systems, Inc.; or Donald Stewart, Chief Financial Officer of RITA Medical Systems, Inc., +1-650-314-3511