

RITA Medical Launches New Vortex EZ and Vortex EZ MAX Port System; New Products Include Key Functionality Required by Interventional Radiologists, Surgeons and Oncologists

FREMONT, Calif.--(BUSINESS WIRE)--July 28, 2005--RITA Medical Systems, Inc. (Nasdaq:RITA) today announced the introduction of the Vortex® EZ™ and Vortex EZ MAX™ infusion ports designed for maximum patient comfort and clinical ease-of-use. The new plastic ports are part of the Vortex EZ Port Infusion System which has been approved by the U.S. Food and Drug Administration (FDA) for use on any patient requiring repeated access of the vascular system or other selected body sites.

Vortex EZ and Vortex EZ MAX expand the RITA Medical Systems Vortex product family, and are part of the only port system in the industry to use the Company's patented rounded chamber design and off-set stem clinically proven to promote more efficient infusion and aspiration flow dynamics resulting in fewer patient complications. The Vortex EZ and Vortex EZ MAX are magnetic resonance imaging (MRI) compatible with a "suture anywhere" silicone construction base designed to make implantation easier, and incorporate a low profile shape designed to improve patient comfort.

Joseph DeVivo, President and CEO of RITA Medical, commented, "Our new Vortex EZ family of ports, which offer the same proven clinical benefits as our titanium ports, position us to further extend our market share by allowing us to offer premium products at competitive prices." Mr. DeVivo continued, "The EZ and EZ MAX were created to meet clinicians' needs for ports with low profile designs for improved patient comfort, suture anywhere bases to make implantation easier, and prices that are comparable to other competing products. The introductions of Vortex EZ and EZ MAX demonstrate our commitment to growing our market share by providing our sales force with products that can help them to expand our relationships with new and existing customers."

The new Vortex EZ and Vortex EZ MAX products have convenient depth markings on the entire catheter length to promote more accurate catheter placement. The EZ MAX port uses the FluoroMax high-radiopacity catheter and tip for better imaging during port placement. Both products are available with complete placement kits and safety infusion sets.

The Vortex EZ Port Access System is indicated for any patient requiring repeated access of the vascular system or other selected body site for the delivery of medications, nutritional supplementation, fluids, blood, blood products, and sampling of blood. The Company's ports are routinely used in the treatment of cancer patients who require multiple infusions of chemotherapy agents over weeks or months. Vortex EZ and EZ MAX are now available in the United States.

About RITA Medical Systems, Inc.

RITA Medical Systems develops, manufactures and markets innovative products for cancer patients including radiofrequency ablation (RFA) systems for treating cancerous tumors as well as percutaneous vascular and spinal access systems. The Company's oncology product lines include implantable ports, some of which feature its proprietary Vortex® technology; tunneled central venous catheters; safety infusion sets and peripherally inserted central catheters used primarily in cancer treatment protocols. The proprietary RITA system uses radiofrequency energy to heat tissue to a high enough temperature to ablate it or cause cell death. In March 2000, RITA became the first RFA Company to receive specific FDA clearance for unresectable liver lesions in addition to its previous general FDA clearance for the ablation of soft tissue. In October 2002, RITA again became the first company to receive specific FDA clearance, this time, for the palliation of pain associated with metastatic lesions involving bone. The RITA Medical Systems website is at www.ritamedical.com.

The statements in this news release related to the performance of the new Vortex EZ and EZ Max products, physician adoption of the Vortex EZ and EZ Max products, and the technological achievements of the Vortex EZ and EZ Max products, are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. Information regarding these risks is included in the Company's filings with the Securities and Exchange Commission.

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SOURCE: RITA Medical Systems, Inc.