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Dune Medical Devices Appoints William Densel President U.S. and Chief Business Officer

Caesarea, Israel and New York, NY, March 12, 2009 – Dune Medical Devices, a developer of cancer detection devices, today announced the appointment of William Densel as President U.S. and Chief Business Officer. Dune Medical Devices is engaged in the development and commercialization of intraoperative devices for the real-time detection of cancerous tissues. The company's initial product, the MarginProbe™, is focused on breast cancer surgery.

Mr. Densel, an experienced and successful medical device industry executive, was most recently Vice President, Marketing for the GYN Surgery Division of Hologic Corporation.

"We are very pleased to have been able to attract an executive with the extensive leadership, device experience and women's health knowledge of Bill Densel," commented Dr. Dan Hashimshony, Dune Medical Devices' CEO. "With our extensive U.S. pivotal trial underway, Dune is building its presence in North America. Bill's background, skill and dedication will be a major asset in our efforts to build our U.S. operations and global commercialization capabilities."

Mr. Densel noted, "20 to 30 percent of women who undergo breast conservation surgery require re-operations because of residual cancer at the surgical margins. Dune's MarginProbe has tremendous potential to improve the detection and removal of all cancerous tissues during the initial procedure. I am extremely excited about the opportunity to work with Dune's talented team towards improving the surgical treatment available to sufferers of breast and other cancers."

Mr. Densel has a strong track record of accomplishments in the commercialization of innovative medical devices. His background includes over 16 years of sales and marketing management in women's health and a range of other surgical specialties. During his tenure at Hologic, he also held executive responsibility for the management of the company's brain tumor radiation therapy business. Prior to his association with Hologic, Mr. Densel held senior commercial roles at Boston Scientific and Genzyme Biosurgery.

About Dune Medical Devices

Founded in 2002 in Caesarea Israel, Dune Medical Devices is engaged in the development and commercialization of intraoperative, real-time, cancer detection devices. With platforms in development for multiple oncologic surgery applications, the company's goal is to enable complete, cancer-free, therapeutic excisions. Dune intends its first commercial application to be for breast cancer, and is conducting a multi-center, pivotal clinical trial in the U.S and Israel.

Dune Medical Devices is a privately held, venture-funded medical device company backed by Apax Partners, with offices in Caesarea, Israel; NYC, NY; and Zug, Switzerland. For more information, please visit <http://www.dunemedical.com>.