

## superDimension Announces Opening of US Headquarters

Herzliya, Israel, October 11, 2004 - superDimension Ltd. has recently announced the opening of its US headquarters, superDimension Inc., located in the Minneapolis metropolitan area. superDimension Inc. is in charge of superDimension's North American distribution activities.

John Schorgl is superDimension's Vice President and General Manager in the US. Mr. Schorgl brings over twenty years of field experience in the medical device industry, including sales, marketing, new business development and general management. Prior to joining superDimension, Mr. Schorgl was the President & CEO of HeartStent, a start-up company in the cardiac surgery and interventional cardiology markets. Prior to that, he worked for over eight years with Schneider/Pfizer, a worldwide provider of stents and catheters for the cardiac, pulmonary, gastroenterology, peripheral vascular and neurovascular sectors. During his career at Schneider, he rose to the rank of Vice President & Business Unit Manager and was responsible for annual sales exceeding \$200 million. (The company was sold to Boston Scientific Corporation for over \$2 billion in 1998). Mr. Schorgl holds a BA from the University of Iowa and has also completed a general management training program at Harvard University.

David Tolkowsky, superDimension's CEO, commented: "With John Schorgl heading our efforts in the US, we are confident that superDimension will effectively establish and energetically ramp up its North American distribution."

FDA clearance for superDimension/Bronchus is currently pending. superDimension's US headquarters are located at:

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