

## NEWS

**FOR IMMEDIATE RELEASE**

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**Cynosure's New CEO Michael R. Davin  
Names Douglas J. Delaney as Sales Director**

***Former Altus Manager Will Oversee U.S. Sales Operation***

**Chelmsford, MA, (September 22, 2003)**—Cynosure, Inc., a leading developer of laser solutions for aesthetic medicine, announced that its new CEO, Michael R. Davin, has named Douglas J. Delaney as Cynosure's Director for U.S. Sales.

Mr. Delaney was National Sales Manager at Altus Medical. He also held positions at Coherent Medical Inc., which is now part of Lumenis, Spacelabs Medical and MCI. Delaney graduated from Catholic University of America in Washington, DC, and lives in Ridgewood, NJ, with his wife and three children.

"I am very excited to be working with Doug again", commented Mike Davin. "I believe that together we can exceed our previous experience." Both executives represent over 33 years experience in the aesthetic and cosmetic surgery industry and helped several companies achieve double-digit sales growth and expand into new markets.

Davin continued: "Cynosure has always had its reputation as a pioneer in developing breakthrough technology for the therapeutic cosmetic laser industry. Working together with our partner, El.En., one of the largest laser manufacturers in Europe, we now have one of the most skilled research teams in medical lasers, which will allow us to release innovative products to the market on an ongoing basis. This will benefit our customers tremendously."

### **About Cynosure**

Cynosure develops, manufactures, and markets laser technology products at its Chelmsford, Massachusetts headquarters for worldwide distribution. The company's extensive product line includes the PhotoGenica® family of vascular treatment/facial treatment lasers, the Accolade™ laser for tattoo/pigmented lesion removal, the CO<sub>2</sub>™ laser for facial resurfacing, the Apogee™ family of hair removal lasers, the Acclaim™ and SmartEpil™ multi-application cosmetic lasers, the PhotoLight® pulsed light system and the Tri-Active® LaserDermology for cellulite treatment and therapeutic massage.

In 2002, El. En., Italy's leading laser developer and manufacturer, acquired a majority position of Cynosure, Inc. The product mix of the two companies is highly complementary and will provide opportunities for growth through an increased mix of products and wider coverage of global markets. El. En. and Cynosure are working closely to optimize joint production processes, research and development efforts, and to exploit worldwide distribution channels.

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Where art and science meet.

Today, over 4000 of Cynosure and El.En. lasers and light-based systems are installed around the world and are used in treating a full range of conditions.

Cynosure has offices in the United Kingdom, France, Germany, Singapore and Japan, and has forged a strategic partnership with Suzhou Cynosure Medical Devices in Suzhou, Peoples Republic of China. Cynosure's global reach extends to more than 60 nations and has given the company worldwide recognition in physician practices.

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