

FOR IMMEDIATE RELEASE



## **IRIDEX Launches Patient Education Website**

*Treatmydme.com Provides New Information for Diabetic Macular Edema Patients*

Mountain View, Calif., June 5, 2012– IRIDEX Corporation announces the launch of [treatmydme.com](http://www.treatmydme.com), an educational website benefiting patients with diabetic macular edema (DME). The website provides information on MicroPulse Laser Therapy (MPLT), a new treatment option for DME patients. It explains DME, describes MPLT, and addresses patients' expectations before, during, and after treatment. Patients, physicians, and industry specialists are invited to visit [www.treatmydme.com](http://www.treatmydme.com) for more information.

“The website’s launch will facilitate increased patient awareness and education on MPLT as a viable option for the treatment of DME,” commented Dr. Sam Mansour, Medical Director of the Virginia Retina Center in Warrenton, VA and Clinical Professor of Ophthalmology at the George Washington University in Washington DC. For patients struggling with DME, it’s important to have easy access to information on the disease and treatment options.”

MPLT is a retina-sparing solution for the treatment of DME. MPLT also can be used in conjunction with drug therapy, allowing complete and optimized management of DME without laser-induced retinal damage.

### **About MicroPulse Technology**

MicroPulse is a tissue-sparing laser delivery therapy that works by electronically “chopping” the laser emission into trains of microsecond pulses. This enhances the physician’s ability to more precisely control the laser effects on target tissues, offering the potential for ocular treatment with less collateral effects than conventional laser treatments.

### **About IRIDEX**

IRIDEX Corporation was founded in 1989 and is a worldwide leader in developing, manufacturing, and marketing innovative and versatile laser-based medical systems, delivery devices and consumable instrumentation for the ophthalmology and otolaryngology market. We maintain a deep commitment to the success of our customers, with comprehensive technical, clinical, and service support programs. IRIDEX is dedicated to a standard of excellence, offering superior technology for superior results. IRIDEX products are sold in the United States through a direct sales force and internationally through a combination of a direct sales force and a network of approximately 70 independent distributors into 107 countries. For further information, visit the Company's website at <http://www.iridex.com/>.

### **Safe Harbor Statement**

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Act of 1934, as amended, relating to the our growth strategy, the addressable market of our products and MicroPulse laser therapy. These statements are not guarantees of future performance and actual results may differ materially from those described in these forward-looking statements as a result of a number of factors. Please see a detailed description of these and other risks contained in our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q which are filed with the Securities and Exchange Commission. Forward-looking statements contained in this announcement are made as of this date and will not be updated.

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