



FOR IMMEDIATE RELEASE

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**OcumatRx, Developer of New Device to Treat
Early-Stage Glaucoma, Selects Gable PR of San Diego
for Comprehensive Communications Program**

*Agency Brings Award-Winning Life-Science Experience
To Promising Medical Technology Company*

SAN DIEGO – OcumatRx, an early stage company that is developing a medical device that represents a new concept for the permanent treatment of patients with Glaucoma, has selected Gable PR to handle its public, media and investor relations programs.

After more than five years of research, OcumatRx is advancing toward clinical trials for its new medical device to treat patients with Ocular Hypertension (OHT) and early stage Glaucoma. The device called the CaPRI after its inventor, Dr. David Castillejos, noted ophthalmologist, who pioneered the pressure reduction implant (PRI) technology, the device is inserted in a minimally invasive procedure, stabilizes intra-ocular pressure and stops the progression of Glaucoma in the early stages, before it begins advancing toward tunnel vision and eventual blindness, according to Dr. Bernard Press, president and CEO of OcumatRx.

“The CaPRI could potentially replace the high-cost of drugs with a single-low cost procedure,” Press said. “OcumatRx is currently on track to begin testing the implant in humans during 2009 and anticipate beginning sales in Europe and Asia in 2010.”

Press said clinical trials of a first generation version of the device were successful. The company has enhanced the design and is now scheduling a series of pre-clinical and clinical trials to perfect the device. OcumatRx is also meeting with potential investors for the next stage of company development, manufacturing and marketing.

“We need to ramp up our communication program accordingly,” said Press. “We selected the Gable PR team because of its media relations expertise, proven track record in implementing strategic programs for medical device companies and experience in support companies through venture funding and beyond.”

The program will be managed by Tom Gable, CEO, and Liz Dill, account executive. Gable said OccumatRx has developed a potential breakthrough device that could change the standard of care for the treatment of early stage Glaucoma.

“In interviewing scientists at leading research institutions in the region, we found an almost uniform excitement about the potential of the CaPRI,” Gable said. “Several said that the implant will simplify the treatment of OHT and glaucoma, and could become as common as Lasik. We are looking forward to helping OccumatRx tell its compelling story to the investment community and scientists and clinicians around the world.”

About OcumatRx

Founded in 2004 by several leading ophthalmologists and research scientists in the San Diego, OcumatRx has pioneered the development of a medical device that represents a new concept for the permanent treatment of patients with Glaucoma. For more information, see www.ocumatrx.com.

About Gable PR

Gable PR, based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

Contacts:

Gable PR – 619-284-1714

Liz Dill
liz@gablepr.com
720-732-0147 cell

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