

**American Medical Systems Establishes Japan Office
Appointed Mr. Susumu Kurata as the President & Representative Director**

- Providing More Support to Patients with Urological Problems through Stronger Ties with Domestic Healthcare Professionals -

AMS Japan Inc Established

American Medical Systems® (AMS) (NASDAQ: AMMD), a leading provider of world-class devices and therapies for both male and female pelvic health, today announced that it has established AMS Japan Inc. The establishment of AMS Japan will enable American Medical Systems to form stronger ties with urological and gynecological healthcare professionals, distributors and other business partners within Japan. This in turn will enable even higher quality surgical therapy and support for patients in Japan with urological problems.

Susumu Kurata President and Representative Director

Also announced was the appointment of Susumu Kurata as the President and Representative Director of AMS Japan. Kurata has a wealth of experience in top management positions in Japanese subsidiaries of U.S. companies, and he served as the president of Wyeth K.K. (Japan) until the end of 2008. With over 30 years of experience in medical devices and pharmaceuticals while holding key positions at Teva Pharmaceutical, Boston Scientific, Johnson and Johnson Medical, and Baxter, Kurata is expected to utilize his wealth of expertise in sales channel development and new product introduction at AMS Japan.

Mr. Anthony P. Bihl III, the President and CEO of AMS says:

“We expect that Kurata’s wealth of experience at global companies will contribute greatly to the entry of AMS into the Japanese market. As the world’s second largest medical device market, Japan is an extremely important country for the future growth of AMS.”

Mr. Kurata says:

“As a provider of therapies and medical devices focused on disorders that involve the pelvic area, AMS has established therapies that have become the industry standard, and it is driving the global market. While the recognition of AMS is still low in Japan, I am very pleased to be part of the creation of an AMS Japanese subsidiary and look forward to using my experience. By introducing physicians to AMS therapies and medical devices that are recognized worldwide, I will work towards the goal of improving the quality of life for the people of Japan.”

Mr. Kurata’s photo is downloadable from the following URL www.amsjapaninc.co.jp.

[Mr. Kurata's Bio]

Born March 13th 1946 (Osaka)

[Education]

- * 1969 Bachelor of Science in Sociology, Waseda University, Tokyo
- * 1989 Master of Management, Northwestern University, Kellogg School of Management. Chicago, IL
- * 2008 Executive Program/Superior New Product Development, Harvard University, Graduate School of Business, Boston, MA

[Business Experience]

- * 1980-1994 Baxter Healthcare Corporation and General Manager, Baxter Ltd., Tokyo
- * 1994-1997 Director, Professional Division, Johnson & Johnson Medical K.K.
- * 1997-2006 Vice President and General Manager, Boston Scientific Japan K.K.
- * 2006-2007 President & Representative Director, Teva Pharmaceutical K.K.
- * 2007-2008 President & Representative Director, Wyeth K.K.

[Others]

- * Member of Japan Association of Corporate Executives
- * Ex Vice Chairman of American Chamber of Commerce in Japan, Medical Device Committee and PhRMA

[About American Medical Systems Inc. and AMS Japan Inc.]

American Medical Systems, headquartered in Minnetonka, Minnesota, is a diversified supplier of medical devices and procedures to cure incontinence, erectile dysfunction, benign prostate hyperplasia (BPH), pelvic floor repair and other pelvic disorders in men and women. The Company's products were used to treat approximately 335,000 patients in 2009. AMS Japan provides support and solutions for patients with moderate to severe stress urinary incontinence by providing AMS 800, an artificial urinary sphincter approved by MHLW in September of 2009, in cooperation with doctors and interested parties.

AMS Japan Inc.

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More information about the Company and its products can be found at its website www.AmericanMedicalSystems.com and in the Company's Annual Report on Form 10-K for 2008 and its other SEC filings.