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## CooperSurgical Announces Her Option® In-Office Ablation Therapy to be Focus of Discussion on Lifetime TV's 'The Balancing Act'

*Program segment will highlight Her Option as the ideal office based procedure to control heavy menstrual bleeding*

TRUMBULL, Conn., September 2, 2010 -- CooperSurgical announced today that the Her Option cyroablation product will be featured on Lifetime TV's 'The Balancing Act,' America's only one-hour morning show that's about women, for women and trusted by women. The show will feature Board Certified Ob/Gyn Dr. Robert Rubino who recently was acknowledged for the second time by New Jersey monthly as one of the top ObGyns in the state and is nationally recognized for his expertise utilizing Her Option. Dr. Rubino will discuss how this treatment can help relieve the symptoms of heavy menstrual bleeding with a short in-office procedure. The segment will be aired on September 20, and again on October 18, during the show's regularly scheduled time of 7:00 am to 8:00 am.

According to Frost & Sullivan, one in four women suffer from excessive menstrual bleeding characterized by extended, painful and heavy flow. The issues related to the condition often impact the woman's quality of life, such as her ability to work, enjoy social events and engage in intimate relations. Treatment options include hormone therapy to restore a normal flow, endometrial ablation which removes the endometrial lining of the uterus to minimize flow and, as a last resort, a hysterectomy, which is the

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removal of the entire uterus. Nearly 30% of all hysterectomies in the U.S. are performed to alleviate excessive uterine bleeding. Her Option is a minimally invasive alternative performed in the doctor's office that can restore the flow to normal or possibly eliminate it altogether. This well-tolerated procedure only takes about 12-15 minutes to perform and the woman can resume her normal activities the following day. Of the women receiving treatment, 96% would recommend it to their friends.

"Global Endometrial Ablation (GEA) has become a standard-of-care alternative for patients suffering from excessive menstrual bleeding (menorrhagia) who wish to avoid hysterectomy," says Dr. Robert Auerbach, Chief Medical Officer and Senior Vice-President. "Since approval in the U.S. market, the Her Option System has consistently provided superior patient satisfaction along with the lowest incidence of procedure complications. The unique characteristics of the Her Option System, including analgesia-inducing freezing technology and small probe diameter, provide for minimal patient discomfort and the best GEA alternative for a true office-based procedure."

Ablation procedures are not for everyone. Women who intend to become pregnant, use an IUD, suffer from uterine cancer, have an active infection or certain uterine abnormalities would not be eligible. As with any procedure there are risks involved. The patient should consult her physician to discuss her situation and treatment options.

CooperSurgical, Inc. is a wholly owned subsidiary of The Cooper Companies (NYSE:COO). The company, headquartered in Trumbull, CT, produces and markets a wide array of products for use by women's health care clinicians.

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