

Media Release



Tucson, Ariz, August 31, 2011

Innovative Digital Pathology Solutions to be Unveiled at CAP '11 Ventana Medical Systems, Inc. to introduce new technology to revolutionize anatomic pathology laboratories worldwide

[Ventana Medical Systems](#) Inc., (Ventana) a member of the Roche Group, will unveil its newest digital pathology solution designed to increase efficiency and throughput in today's anatomic pathology laboratories. The new product will be unveiled at the College of American Pathologists (CAP) 2011 annual meeting on **Sept. 11, 2011, at 12:12 pm in [Ventana booth # 105](#)**.

The real promise associated with the transition to digital pathology is an evolution from where labs are today – with pathologists using digital pathology products for specific applications – to a future where pathology labs have digitized processes and workflow coupled with digital imaging-enabled diagnostic solutions.

“Digital pathology itself will continue to evolve through improvements in core technologies, such as scanning speed and image resolution, and also by the increasing adoption of specific digital imaging applications in pathology labs across the world,” says Dr. Eric Walk, senior vice president and chief medical officer at Ventana.

CAP '11 will be held at the Gaylord Texan Resort, Grapevine, Texas, from Sept. 11 – 14, 2011. **Visit [Ventana at booth #105](#) to learn more about the latest advancements in the area of digital pathology.**

About Ventana Medical Systems, Inc.

Ventana Medical Systems, Inc. (“VMSI”) (SIX: RO, ROG; OTCQX: RHHBY), a member of the Roche Group, innovates and manufactures instruments and reagents that automate tissue processing and slide staining for cancer diagnostics. VENTANA solutions are used in clinical histology and drug development research laboratories worldwide. The company’s “Smart Systems” – intuitive, integrated staining and workflow management platforms that optimize laboratory efficiencies to reduce errors – support diagnosis and inform treatment decisions for anatomic pathology professionals. Together with Roche, VMSI is driving personalized medicine through accelerated drug discovery and the development of “companion diagnostics” to identify the patients most likely to respond favorably to specific therapies. Visit www.ventana.com to learn more.

VENTANA and the VENTANA logo are trademarks of Roche.

For further information, please contact:

Jacqueline Bucher

Director, Corporate Communications

520-877-7288

jacquie.bucher@ventana.roche.com