

**NewHope Bariatrics Launches New Patient
Weight-Loss Portal at www.NewHopeToday.com**

Website provides critical information on long-term weight-loss solutions for the obese and seriously overweight

Charlotte, N.C., Sept 10, 2007 – NewHope Bariatrics announced today the launch of its new patient website, www.NewHopeToday.com. The new site includes:

- obesity diagnostic tools
- an interactive forum where patients and prospective patients can share ideas, questions, and stories
- a blog by the company's Chief Clinical Officer, Carole Guinane, RN, MBA, a published author of several books and articles on clinical pathways,
- patient case studies
- a procedure education center with access to streaming footage of bariatric surgery and bariatric surgeon interviews.

“One of our primary responsibilities is to deliver information to current and prospective patients so they can make an informed decision about the right treatment option to help them lose dangerous weight in order to get and stay healthy,” said David Crane, President and Chief Executive Officer of NewHope Bariatrics. “We know the internet is a preferred educational source, and we want to facilitate that by delivering a user-friendly, content-rich and action-oriented website. It’s about getting weight-loss information to the people who need it – in whatever format they want – to help them live healthier, happier lives.”

Each year, obesity causes at least 300,000 deaths in the United States, and health-care costs of obese American adults amount to approximately \$100 billion. According to the American Society for Metabolic and Bariatric Surgery, more than 15 million Americans suffer from morbid obesity. For that population, weight-loss surgery may be the only effective long-term solution. “We want to be a part of that solution for a new hope today,” added Mr. Crane.

NewHope Bariatrics (Charlotte, N.C.) develops and operates ambulatory surgery centers and short-stay surgical hospitals in partnership with highly regarded bariatric surgeons that serve the needs of the seriously overweight. The NewHope Bariatric Centers focus on the adjustable gastric banding procedure (primarily the LAP-BAND® System), delivering compassionate care in a patient focused manner that result in excellent clinical outcomes and superior patient satisfaction ratings. For more information, visit the corporate website at www.newhopebariatrics.com.

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