

William Bruckner named new Alma Lasers Vice-President of Global Marketing

Buffalo Grove, Illinois, June 18, 2007—Alma Lasers, a global leader in laser, light-based, and radio frequency (RF) technologies used in aesthetic medicine, announced today that Mr. William F. Bruckner has joined the company as Vice-President of Global Marketing.

Mr. Bruckner brings a wealth of marketing experience in the medical and consumer products industries to Alma Lasers. Most recently he served as the Vice President for Marketing at Obagi Medial Products, Inc., a leading pharmaceutical company for prescription skin care systems based in Long Beach, California. While with Obagi, Mr. Bruckner formulated new strategies to streamline customer acquisition, expand product indications & offerings, and executing cost-effective marketing & sales efforts to position the company as the #1 market leader in the physician-dispensed Rx aesthetics. Prior to Obagi, Bruckner led the marketing efforts for OraSure Technologies, Inc, an oral-fluid medical diagnostics firm, and held sales and marketing roles at Johnson & Johnson, Wyeth and Yamanouchi Pharmaceuticals.

Howard Kelly, Chief Executive Officer of Alma Lasers, welcomed Mr. Bruckner, saying “Bill brings an 18-year track record of achievements with him, and he is known for his ability to position products for explosive growth. As Alma Lasers is now in a position of rapid expansion—especially globally—his knowledge and experience will serve our customers well.”

Alma Lasers customers and sales representatives alike can expect to see new tools and strategies for marketing, as Mr. Bruckner adds his unique expertise to Alma Lasers’ experienced leadership team.

“I am thrilled to be joining Alma Lasers at the most exciting time this industry and this company has ever seen,” reports Mr. Bruckner. “I am captivated by Alma’s dedication to consistently build customer loyalty and maintain industry leadership. Alma truly partners with their physician customers to provide constant innovation and superior experiences for their patients. I look forward to this opportunity to work with the entire Alma team and help take Alma Lasers to the next level.”

About Alma Lasers, Ltd.

Alma Lasers, Ltd. is a global developer, manufacturer and seller of laser, light-based and radiofrequency devices for aesthetic and medical applications. Since 1980, the founders of Alma Lasers have been at the forefront of innovative laser and light-based medical technology. Their technical expertise and in-depth understanding of practitioners' needs led to the development of Alma Lasers' multi-technology/multi-application systems. Alma Lasers' mission is to provide modular, cost-effective and high performance designs that enable medical practitioners to confidently offer safe, effective and profitable aesthetic treatments to their patients. More information about Alma Lasers can be found at www.almalasers.com.

Alma Lasers = Wellbeing Through Technology