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**THE SOCIETY OF INTERVENTIONAL RADIOLOGY JOINS THE VENOUS DISEASE
COALITION TO EDUCATE AMERICANS ON THE DANGERS OF VENOUS DISEASE**

New Coalition brings attention to life threatening venous disease

Fairfax, VA, September 18, 2007 – The Society of Interventional Radiology (SIR) announced today that it has joined the newly formed Venous Disease Coalition (VDC). The VDC is a collaborative network of professional and public organizations united by one mission to increase public and health professional awareness of venous disease, including deep vein thrombosis (DVT) and pulmonary embolism (PE). Left untreated, these conditions can be fatal or can damage the vein and cause permanent disability, known as the post-thrombotic syndrome.

It is extremely important for Americans to be aware of DVT in order to protect themselves and their family members. When in the hospital, patients should routinely ask their physicians what measures are being taken to prevent DVT. Patients should also know the common symptoms of DVT and PE, so they can seek prompt medical attention when they occur. “As an interventional radiologist, I have seen many patients suffer from the debilitating effects of the post-thrombotic syndrome if not treated in time. In addition, large blood clots that occur in the groin or above often may be best treated with interventional treatments to break them up.” says interventional radiologist Suresh Vedantham, M.D., Vice-Chair of the Venous Disease Coalition.

DVT is the formation of a blood clot, known as a thrombus, in a deep leg vein. DVT affects nearly 1 million Americans each year. Early treatment with blood thinners in the emergency room is important to prevent a life-threatening pulmonary embolism, but blood thinners do not dissolve the existing clot, which remains in the leg. Many patients’ clots will dissolve over time, but often the vein and vein valves become irreversibly damaged in the process, causing post-thrombotic syndrome in about 50 percent of patients treated with blood thinners alone. This results in pooling of blood in the leg, chronic leg pain, swelling and fatigue, and sometimes skin ulcers.

Clots can be treated at their source by interventional radiologists with catheter-directed thrombolysis, using imaging to guide clot-busting drugs and devices directly to the site. “Interventional radiologists can assess patients who continue to have leg pain from DVT and determine if catheter-directed thrombolysis is needed to clear the clot and prevent disability. This treatment is highly effective when performed within 14 days after symptoms begin,” says Vedantham. Interventional radiologists can also treat PE with thrombolysis.

The VDC and its member organizations, including SIR, will be conducting a media briefing September 18 at 12pm in the Zenger Room at the National Press Club located at 529 14th Street in Washington D.C. to discuss the dangers, risk factors, warning signs and treatment options for venous diseases.

This important media event has brought together vascular healthcare professionals from around the country to create the structure of the Coalition. These groups are some of the nation’s top physicians and medical professional organizations dedicated to increasing public and health professional awareness of venous diseases.

The Vascular Disease Foundation (VDF) has taken the lead in creating this unique coalition in partnership with 19 other major national public health organizations and professional vascular societies. In addition to VDF, participating organizations include the American Association of Physician Assistants, American College of Cardiology, American College of Chest Physicians, American College of Phlebology, American Society of Hematology, American Thrombosis Hemostasis Network, American Venous Forum, Anticoagulation Forum, National Alliance of Thrombosis and Thrombophilia, North American Thrombosis Forum, Society for Clinical

Vascular Surgery, Society of Critical Care Medicine, Society of Interventional Radiology, Society for Vascular Medicine and Biology, Society for Vascular Nursing, Society for Vascular Surgery and the Society of Vascular Ultrasound.

About the Venous Disease Coalition

The Venous Disease Coalition (VDC) is an alliance of leading health professional societies and patient advocacy groups that have united around a common goal: to improve the survival rates and quality of life for individuals with, or at risk for, venous disease. The VDC plans to develop a national campaign to educate the U.S. public and health care professionals about venous disease. For more information, visit www.venousdiseasecoalition.org.

About the Vascular Disease Foundation

The Colorado-based Vascular Disease Foundation is the only national organization with the sole purpose of educating the public about vascular diseases. It is the most trusted source of credible, scientific and non-biased information on vascular diseases. For more information, call 888.VDF.4INFO (888.833.4463) or visit www.vdf.org.

About the Society of Interventional Radiology

Interventional radiologists are vascular experts who specialize in minimally invasive, targeted treatments. They offer the most in-depth knowledge of the least invasive treatments available coupled with diagnostic and clinical experience across all specialties. They use X-rays, MRI and other imaging to advance a catheter in the body, usually in an artery or vein, to treat at the source of the disease non-surgically. As the inventors of angioplasty and the catheter-delivered stent, which were first used in the legs to treat peripheral arterial disease, interventional radiologists pioneered minimally invasive modern medicine.

Today many conditions that once required surgery can be treated nonsurgically by interventional radiologists. Interventional radiology treatments offer less risk, less pain and less recovery time compared to open surgery. Visit www.SIRweb.org.

Local interviews, medical illustrations and broadcast quality video footage are available by contacting SIR's Communications Department at comm@SIRweb.org or (703) 691-1805.

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