



Leading Organizations Join Together to Show Women How Making Small Changes Can Lead to Surprisingly Big Health Benefits

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Nationwide events surrounding National Women's Health Week offer practical tips and exercise incentive --

NEW YORK, April 12, 2010 /PRNewswire via COMTEX/ --Leading organizations - da Vinci(R) Surgery, Curves(R), the Office on Women's Health, and About.com - have joined together on a national prevention and wellness campaign designed to encourage women to take small steps toward living healthier lives. The campaign launches April 11 with the www.smallsteps.about.com campaign Web site featuring details about the program and educational information.

da Vinci Women's Health: Small Steps. Healthier Lives., scheduled to run through May 31, is intended to reach thousands of women through doctor-led events that will educate about the importance of taking control of their health with diet, exercise and annual gynecologic exams. New research confirms that many women put their own health last on their lengthy to-do lists.

Over three thousand events are planned during the six-week period at Curves facilities and local hospitals throughout the United States; many will coincide with National Women's Health Week (May 9-15). Leading physicians will educate participants about preventive health measures, risks and treatment options for benign gynecologic issues, as well as help encourage woman to make checkups. Women who attend the events will also receive a 30 day free discount offer at participating Curves locations.

da Vinci Women's Health: Small Steps. Healthier Lives. was created in response to a growing problem in America, as many women living with sensitive - yet treatable - gynecologic issues too often opt for a "wait and see" approach instead of seeking out definitive relief. A new survey of American women, commissioned on behalf of da Vinci Surgery by Kelton Research, suggests that more than 40 percent of women admitted to waiting more than a year before seeing a physician, and that (on average) patients live with the condition for more than a decade before seeking treatment. Unfortunately, many accept these conditions as a normal part of being a woman, despite the negative impact on their lives.

"In addition to adopting an overall healthy lifestyle, it is critical for women to understand the implications that may result from not getting regular gynecologic exams," said Arnold Advincula, M.D., Women's Gynecologic Health Expert, Florida Hospital. "Early detection is key for identifying and successfully treating many potentially curable conditions and diseases that affect women such as HPV infections, cervical and breast cancer. We are striving to get this important message across to the thousands of women participating in the *Small Steps. Healthier Lives.* events this Spring."

Curves founder, Dianne Heavin, hopes that, "Through this important effort, we show women that they can take charge of their health and begin living a healthier lifestyle immediately. The events will help reinforce what we teach women every day: tips on how to improve their health by eating well, getting physically fit and making their annual doctor visits a priority. Getting healthy isn't about changing your entire lifestyle; it's about learning the small changes that can have surprisingly big effects."

Women can visit <http://www.smallsteps.about.com/> for more information on the campaign and scheduled events. Additionally, www.womenshealth.gov/whw will feature details about upcoming local events and Curves will promote the program in-club.

About the Survey

The da Vinci Surgical System survey was conducted online by Kelton Research between January 6 and January 12, 2010 and surveyed 500 American women ages 25 and older with at least one required female reproductive issue. Results of any sample are subject to sampling variation. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About the Contributors:

Curves International is the world's leader in women's fitness and the largest fitness franchise in the world with thousands of locations serving millions of members in more than 75 countries.. In the United States 3,000 clubs will participate in this program, providing reach to nearly 1 million members, and more than 10,000 owners and staff.

The U.S. Department of Health and Human Services' Office on Women's Health coordinates the efforts of all the U.S. Department of Health and Human Services' agencies and offices involved in women's health. The office works to improve the health and well-being of women and girls in the United States through its programs, which includes National Women's Health Week. In honor of National Women's Health Week (May 9-15, 2010), more than 1,000 events will take place across the country in an effort to empower women to make their health a top priority.

About Intuitive Surgical, Inc.

Intuitive Surgical, Inc. (Nasdaq: ISRG), headquartered in Sunnyvale, California, is the global technology leader in robotic-assisted, minimally invasive surgery (MIS). Intuitive Surgical develops, manufactures and markets robotic technologies designed to improve clinical outcomes and help patients return more quickly to active and productive lives. The company's mission is to extend the benefits of minimally invasive surgery to the broadest possible base of patients. Intuitive Surgical -- Taking surgery beyond the limits of the human hand.(TM)

About the da Vinci(R) Surgical System

The da Vinci(R) Surgical System is a breakthrough surgical platform designed to enable complex surgery using a minimally invasive approach. The da Vinci(R) Surgical System consists of an ergonomic surgeon console, a patient-side cart with four interactive robotic arms, a high-performance vision system and proprietary EndoWrist(R) instruments. Powered by state-of-the-art robotic and computer technology, the da Vinci(R) Surgical System is

designed to scale, filter and seamlessly translate the surgeon's hand movements into more precise movements of the EndoWrist(R) instruments. The net result is an intuitive interface with breakthrough surgical capabilities. By providing surgeons with superior visualization, enhanced dexterity, greater precision and ergonomic comfort, the da Vinci Surgical System makes it possible for more surgeons to perform minimally invasive procedures involving complex dissection or reconstruction. This has the potential to raise the standard of care for complex surgeries, translating into numerous potential patient benefits, including less pain, a shorter recovery and quicker return to normal daily activities.

Intuitive(R), da Vinci(R), da Vinci(R) S(TM), da Vinci(R) Si(TM), InSite(R) and EndoWrist(R) are trademarks or registered trademarks of Intuitive Surgical, Inc.

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While clinical studies support the effectiveness of the da Vinci(R) System when used in minimally invasive surgery, individual results may vary. Surgery with the da Vinci(R) Surgical System may not be appropriate for every individual. Always ask your doctor about all treatment options, as well as their risks and benefits.

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