

Drive the Curves 2008

Congratulations on *Driving the Curves in 2008!* So far this year, your successful execution of our sales strategy has resulted in more than 60,000 total procedures — including more than 13,000 dVH and nearly 35,000 dVP procedures. This sales performance represents a 56% increase in total procedures versus the same period in 2007 and has resulted in record system sales to both new and existing customers!

As you recall from our January WWSM, we began 2008 with a plan to remain focused on key procedure adoption in order to drive associated market categories. Therefore, our 2008 procedure-adoption strategy will continue as follows:

- Drive dVP to standard-of-care in every market by achieving a minimum of 20 dVPs in every account, in every quarter.
- Drive benign and cancer dVH and expand the entire GYN category by achieving a minimum of 20 GYN procedures in every account, in every quarter.
- Drive cardiac surgery by developing a dVMVR or dVRevasc user in every territory.
- Achieve a minimum of 50 procedures per system, per quarter, with zero stalled accounts by driving the *da Vinci Surgery Program Implementation Plan** and by managing all accounts to team independence.

In 2008, we will continue to execute and drive dVP and dVH, but we will also expand the urology and gynecology markets to include new procedures such as pyeloplasty, cystectomy, nephrectomy, partial nephrectomy, sacrocolpopexy and myomectomy. We will also leverage our growing Clinical Sales Team to increase second-system sales to existing customers by driving implementation of their *da Vinci Surgery* program plans.

Our 2008, system sales strategy is as follows:

- CSDs, CSMs and CSRs will drive second-system sales by conducting business review meetings in each account to establish multi-specialty *da Vinci Surgery* Programs, to set procedure volume targets. These targets, upon achievement, will result in additional system sales.
- CSMs and CSRs will work with key surgeon practices to establish direct-to-patient marketing strategies and activities.
- Each CSM will be responsible for a minimum of *three* second-system sales in 2008.
- ASDs and ASMs will drive new customer system sales by focusing on market development activities and expanding the pipeline.
- Each ASM will be responsible for a minimum of *six* greenfield customer systems sales in 2008.

Implement this proven strategy, sell and manage proactively, and you will ...

Drive the Curves in 2008!

Drivers wanted!

Jerry McNamara
Executive Vice President
Worldwide Sales and Marketing

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July 2008 Sales & Marketing Plan
*Refer to PN 871455 for details

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