Cardiovascular Systems Inc
Form DEFA14A
January 26, 2010

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant þ

Filed by a Party other than the Registrant o

Check the appropriate box:

o Preliminary Proxy Statement
o Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
o Definitive Proxy Statement
þ Definitive Additional Materials
o Soliciting Material Pursuant to §240.14a-12

CARDIOVASCULAR SYSTEMS, INC.
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

þ No fee required.

o Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

o Fee paid previously with preliminary materials.

o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

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redefining interventional vascular solutions

Peripheral Arterial Disease:
An Underserved Growing Market

PAD is a common circulatory disease in which plaque deposits build up on the walls of blood vessels, reducing blood flow. PAD affects more than 12 percent of the U.S. population over age 65. Plaque ranges from soft to calcified. Calcified and fibrotic deposits are the most difficult to treat with traditional interventional procedures and are more common in older patients. With risk factors such as diabetes and obesity on the rise, the prevalence of PAD is growing at double-digit rates.

Potential U.S. Lower Extremity PAD Patients

Cardiovascular Systems, Inc.
(CSI; Nasdaq: CSII), a medical device company based in St. Paul, Minn., develops and commercializes interventional treatment systems for vascular disease. CSI provides physicians with the solutions they need to help the nearly 12 million Americans suffering from peripheral arterial disease (PAD) blockages in leg arteries to walk without pain, remain independent and avoid the potential catastrophic risk of limb amputation. CSI s primary product, the Diamondback 360® PAD System, is a minimally invasive catheter system capable of treating a broad range of plaque obstructions in leg arteries.
At Cardiovascular Systems, we:
- Develop and continually improve devices to treat vascular disease;
- Focus our efforts where our technology offers the opportunity to provide clinically superior cost-effective therapy;
- Collaborate with physicians to acquire useful data and evidence through clinical trials, to improve our devices, and to ensure optimal clinical usage through education;
- Expand our ability to offer better solutions for patients with vascular disease; and
- Strive for commercial success, both in terms of revenue growth and profitability.

Our ultimate measure of success will be the results experienced by patients.

The Diamondback 360® PAD System:
Redefining the Interventional Treatment of Vascular Disease

CSI s Diamondback 360® PAD System is capable of treating plaque in arteries throughout the leg. The system uses a small diamond-coated crown attached to a flexible drive shaft. When rotated at various speeds, the crown orbits to modify or remove hardened plaque that limits blood flow in just a few minutes of treatment time. The Diamondback 360® provides stand-alone treatment and facilitates adjunctive lower-pressure balloon inflations, and/or stenting, when indicated, to restore vessel lumens and increase blood flow.

The Diamondback 360® provides several advancements over other PAD treatment options, including stents, balloon angioplasty and other plaque removal devices.

The system offers:

- Differential sanding for removal of plaque while preserving normal vessel tissue;
- Removal of fibrotic and calcified plaque above, behind and below the knee;
- Rapid lesion treatment time;
- Single device insertion convenience for physicians; and
- The ability to treat multiple vessels and plaque morphologies with one device.

CSI continually introduces enhancements to the Diamondback 360®. In addition, the company has an expanding portfolio of complementary products, through its Viper line and distribution agreements.

A few minutes of
treatment removes years
of plaque build-up

Cardiovascular Systems, Inc.
651 Campus Drive
St. Paul, Minnesota
55112

T: 651.259.1600
877.CSI.0360
F: 651.259.1696 **www.csi360.com**

The Diamondback 360® PAD System is a percutaneous orbital atherectomy system indicated for use as therapy in patients with occlusive atherosclerotic disease in peripheral arteries and stenotic material from artificial arteriovenous dialysis fistulae. The System is contraindicated for use in coronary arteries, bypass grafts, stents, or where thrombus or dissections are present. Although the incidence of adverse events is rare, potential events that can occur with atherectomy include: pain, hypotension, CVA/TIA, death, dissection, perforation, distal embolization, thrombus formation, hematuria, abrupt or acute vessel closure, or arterial spasm.

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