



**Perceptronix**  
Early diagnosis, better outcomes™

## **PRESS RELEASE**

*For immediate release*

### **PERCEPTRONIX COMMISSIONS UNITED KINGDOM SITE OF INTERNATIONAL LUNG CANCER DETECTION TRIAL**

**VANCOUVER, CANADA (January 23, 2006)** – Perceptronix Medical Inc. (“Perceptronix”) announced today the initiation of the Coventry site to their clinical study for the ClearVu Elite™ fluorescence endoscopy system for the early detection of lung cancer, raising the total trial sites to four, including; St. Petersburg Russia; Ljubljana, Slovenia and Vancouver, Canada.

The trial is intended to provide data to determine if spectroscopy measurements could be combined with fluorescence imaging to assist bronchoscopists in distinguishing between neoplastic lesions and benign conditions that mimic neoplasia. Pre-clinical data suggests that this will greatly reduce the number of biopsies currently taken in fluorescence bronchoscopy with little loss of sensitivity for the detection of early neoplastic lesions.

The use of fluorescence bronchoscopy has dramatically improved physicians’ ability to locate early stage lung cancer for biopsy and treatment. Early detection is the key to improving survival for lung cancer patients. Lung cancer remains the leading cause of cancer death for both men and women in much of the developed world. Of the more than 21,000 Canadians diagnosed with lung cancer every year, fewer than 15% will survive for five years. In the UK the situation is even more grim: only 5-6% of the more than 37,000 people diagnosed with lung cancer each year survive for five years and about 80% die within one year of diagnosis.

“Although fluorescence endoscopy has been proven to significantly increase the sensitivity for early lung cancer localization, it comes at the cost of taking significantly more biopsies of what ultimately prove to be benign sites.” said Dr. Bojana Turic, Perceptronix Vice-President & Director of Clinical & Regulatory Affairs, “By decreasing the number of biopsies taken with minimal sacrifice of sensitivity, we hope to reduce patient risk and medical costs.”

“Dr. David Snead and I worked with Perceptronix on their ClearSign™ sputum test for lung cancer detection and are now very pleased to participate in this next phase of investigation of technologies that we hope will help us manage lung cancer patients more effectively,” said Dr. Paul Dhillon, lead investigator at University Hospitals Coventry and Warwickshire NHS Trust.

#### **About University Hospitals Coventry and Warwickshire NHS Trust**

The Trust ([www.uhcw.nhs.uk](http://www.uhcw.nhs.uk)) is one of the largest hospital trusts in central England, working to meet the needs of people in Coventry, Warwickshire and beyond. It is recognised nationally and internationally for the quality and range of its services and its role in developing and researching new treatments and technology. It is run by a team of highly skilled and dedicated staff who ensure that the patients’ needs are always put first, while costs are maintained at a level that compares well with other hospitals in the National Health Service.

#### **About Perceptronix Medical Inc.**

Perceptronix ([www.perceptronix.com](http://www.perceptronix.com)) is a private cancer diagnostics company based in Vancouver, Canada. The Company’s goal is to commercialize technologies to improve the early



detection, localization and diagnosis of cancer, with an initial focus on lung cancer. Perceptronix was founded in 1999 to commercialize early cancer detection technologies developed in partnership with the BC Cancer Agency ([www.bccancer.bc.ca](http://www.bccancer.bc.ca)), a world-leader in cancer care and research, with a particularly notable track record in pioneering early cancer detection programs.

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