



PRESS RELEASE

For immediate release

PERCEPTRONIX APPOINTS MS. ROHINI HIRA, VICE PRESIDENT SALES AND MARKETING

VANCOUVER, CANADA (JANUARY 19, 2007) - Perceptronix CEO Carl Roy announced the appointment of Ms. Rohini Hira to the position of Vice President Sales and Marketing effective December 15th, 2006. Ms. Hira has the vision and experience to commercialize Perceptronix's early cancer detection products and services in Canada, the US and the EU.

Ms. Hira's career spans 20 years of success in global healthcare marketing, including progressive sales and marketing management positions with Merck, Genentech and Baxter. For the past five years, Ms. Hira consulted for the biotech and medical device industries in marketing and business development, and was the Director of Marketing at VSM MedTech for the past two years. Prior to that, she was instrumental in successfully establishing a leading medical marketing, communications and technology company, Conceptis, where she held the position of Vice President, Cardiovascular Business Unit (and theheart.org™). In hiring Ms. Hira, Perceptronix gains her deep knowledge of the markets, her ability to manage products from concept through to market entry, her successful record in developing strategic relationships with key medical opinion leaders, and her skill at negotiating world-wide distribution agreements.

"It is clear that Ms. Hira is passionate about bringing specialty medical products, services and concepts to market", says Mr. Roy, "and throughout her career she has worked collaboratively with visionary, progressive teams." In her previous role as Vice President, Ms. Hira negotiated, secured and managed several wide-scale distribution, licensing, sales and copromotion agreements with billion dollar multinationals. One of her recent corporate highlights was leveraging a significant global distribution contract she negotiated, valued at approximately US \$350 million, to secure an additional \$5 million in equity financing.

Ms. Hira's impressive and extensive accomplishments will be an asset to Perceptronix as it commercializes its Health Canada and US FDA approved, early cancer detection and diagnostic products and services.

Perceptronix Medical Inc. is a Vancouver-based, privately-owned cancer diagnostic company founded in June 1999 as a spin off of the BC Cancer Agency. Perceptronix' mission is to commercialize effective technologies to improve the early detection, localization, diagnosis and follow-up of cancer, with an initial focus on lung cancer. Perceptronix' products and services offer an improvement over existing detection and localization technologies and provide physicians with increased options for prolonging and improving the quality of patients' lives.



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