



PRESS RELEASE

For immediate release

PERCEPTRONIX ANNOUNCES LAUNCH OF LUNG SIGN™

VANCOUVER, BC, September 10, 07 – Perceptronix Medical Inc. (Perceptronix) invited local physicians to an informational symposium on Early Detection in Lung Cancer which introduced LungSign™, their product for the early detection of lung cancer, held September 5, 2007 at the Vancouver Art Gallery.

The symposium was a success, attracting maximum attendance with 240 registrants from the metro Vancouver area. The audience primarily consisted of general practitioners, family practitioners, respiratory specialists, and other physicians interested in and focused on the early detection of lung cancer. Physicians are recognizing that for the first time, an approved novel sputum marker that helps detect the early stages of lung cancer is available, enabling them to detect the disease at a treatable stage and thus, help improve lung cancer survival statistics.

“The consistent theme reiterated by the speakers was the need for earlier lung cancer detection diagnostics,” comments Dr. Bojana Turic, CEO of Perceptronix. “Currently, the majority of patients are only diagnosed once the cancer has metastasized. As lung cancer typically doesn’t present symptoms until it has reached the advanced stages, the five year survival data is quite low. This inability to identify those at risk and diagnose early is a concern for physicians. We are very pleased the LungSign™ test can provide this necessary new resource for physicians.”

The event was chaired by Dr. Pearce Wilcox, MD, FRCP, an Associate Professor with the Department of Medicine, UBC and Respirologist at St. Paul’s Hospital in Vancouver, BC. The keynote speaker for the evening was Dr. D. Paul Dhillon, MA, MD, FRCP, Consultant Chest Physician at University Hospital, Coventry, UK who gave a talk entitled “New Developments for Early Detection of Lung Cancer.” Another noted guest speaker was Dr. Victor Ling, PhD, Senior Scientist at the BC Cancer Agency who presented on “The Challenges of Lung Cancer Research.”

Following the presentations, attendees were encouraged to participate in a question and answer session on the LungSign™ test and its applications for risk assessment of patients who have a high risk for developing lung cancer. The evening concluded with a dinner and private viewing of the Monet to Dali exhibit within the Vancouver Art Gallery.

“We are very excited to provide such a valuable tool in addressing this deadly disease,” added Rohini Hira, VP Sales & Marketing. “With no major advances in lung cancer detection in the past 30 years, LungSign offers a significant opportunity to effectively diagnose early stage lung cancer and vastly improve survival statistics.”

Perceptronix is a Vancouver-based, privately-owned cancer diagnostic company founded in 1999 as a spin off of the BC Cancer Agency. With so much support from local scientists and researchers, it was important to first introduce LungSign™ within their own local market to acknowledge the hard work of so many as well as develop grass roots awareness.

LungSign™ is a safe, painless and convenient test to assess a patient's risk of lung cancer based on an innovative marker in sputum that is highly correlated with the presence of lung malignancy — even in early stage, presymptomatic disease. As such, LungSign™ is the first test to market that provides both an independent result to help with the early detection of lung cancer and a useful complement to current



radiological diagnostic methods. LungSign™ may benefit high-risk patients of both sexes, in particular: smokers, former smokers, and individuals exposed to industrial and environmental carcinogens. LungSign™ is requested and interpreted under the care of a physician.

The LungSign™ test consists of a sputum specimen collection kit, used by patients in the privacy of their homes or their doctor's offices, and, following laboratory analysis, a specimen testing report and interpretation guide, which is sent directly to the patient's physician.

The LungSign™ kit may be ordered directly from Perceptronix with a doctor's requisition, and all details including requisition forms are posted on LungSign.com (www.LungSign.com). Doctors may also contact Perceptronix directly at info@lungsign.com to find out more about the test.

Those who were unable to attend the symposium can refer to the archive of the event which will be posted on the product website, www.LungSign.com, later this month. Alternatively, interested parties can contact Perceptronix, info@lungsign.com, to receive a CD-rom of the archive.

Lung cancer is the most deadly form of cancer, accounting for 7.32 million cases worldwide every year, and one-third of all cancer deaths in both men and women. Lung cancer mortality exceeds the combined total for the next four most lethal cancers — breast, colorectal, prostate, and non-Hodgkin's lymphoma. Existing diagnostic methods are only useful once the disease has reached advanced stages, translating into poor survival rates.

About Perceptronix Medical Inc.

Perceptronix Medical Inc. (founded in 1999) is a private cancer diagnostics company based in Vancouver, Canada. Perceptronix commercializes early cancer detection technologies developed in partnership with the BC Cancer Agency, a world-leader in cancer care and research, with a particularly notable track record in pioneering early cancer detection programs.

Perceptronix is focused on offering quantitative image cell analysis services for early cancer detection. 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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