



**Perceptronix**  
Early diagnosis, better outcomes™

**PRESS RELEASE**  
*For immediate release*

**NEW PERCEPTRONIX MEDICAL INC. TEST FOR EARLY-STAGE ORAL CANCER  
DEMONSTRATED AT PACIFIC DENTAL CONFERENCE**

**VANCOUVER, BC (March 7, 2008)** – “Early diagnosis is the most effective way of controlling cancer, and improving the quality of life for patients,” says Dr. Bojana Turic, President and CEO of Perceptronix. “Our tests apply advanced automated image cytometry to analyze and evaluate changes in epithelial cells indicative of cancer. The results of early detection tests complement recognized standards of care, enabling timely treatment and encouraging a positive outcome.”

Vancouver-based Perceptronix Medical Inc. is a privately owned spin-off from the BC Cancer Agency. The company creates products and services that enable detection of cancer in its early stages. Perceptronix procedures are low in cost, easy to apply, cause minimal discomfort to the patient, and reduce anxiety by providing results in a matter of days, rather than weeks or months.

LungSign, for early detection of lung cancer, has been recently launched and is in growing use in Canada. The second quantitative cytology test from Perceptronix is OralAdvance™ for early detection of oral cancer. It is expected to be released later in 2008. Delegates to the Pacific Dental Conference in March were given a preview of OralAdvance, and an opportunity to talk with Perceptronix personnel.

OralAdvance offers dental practitioners an “off the shelf” test, ready for use any time that lesions suspicious for cancer are identified during an oral examination. A sample from the suspect area is taken, using a soft cyto-brush, and is sent to the Perceptronix Laboratory for analysis. Results will be ready in 2-3 days once the sample is received. “We believe OralAdvance will offer a much needed option for dentists who see a lesion that concerns them, but they do not see sufficient reason to immediately do a biopsy” stated Dr. Doudkine, Director of Business Development.

OralAdvance does not replace any established procedure in the identification and treatment of oral cancer. It gives the dentist an easily-applied intermediate step prior to biopsy, with the possibility of early detection. For the patient, OralAdvance reduces discomfort and anxiety, at a reasonable cost. If test results suggest that an abnormality is present the practitioner should consider a full diagnostic work-up for the patient.

At the Conference, delegates were offered a free OralAdvance kit for use in their practices and were invited to watch while a dentist demonstrated the sample-collection technique. Among Perceptronix personnel taking part in the demonstration was Dr. Alexei Doudkine, who played a major role in the development of the cytometry devices that make OralAdvance possible.



Like other Perceptronix products OralAdvance is designed to detect cancer during the early stages of the disease, in order to improve patient outcomes. In the dental office, it provides practitioners with a positive and patient-friendly course of action when suspicious lesions are observed during visual examination.

**About Perceptronix Medical Inc.** ([www.perceptronix.com](http://www.perceptronix.com))

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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