

**For Immediate Release**

## **Innovative Skin Imaging System, MoleMate™ FDA Approved and Now Available in the US**

**Mississauga, ON – Sept 21, 2011 – MedX Health Corp., (TSXV.MDX)** a global leader in drug free, non-invasive low level laser light therapy and light imaging systems, announced today that MoleMate™, the unique skin imaging system is FDA approved and now available for sale in the US. MoleMate uses a hand-held device designed for office use that utilizes light to view beneath suspicious moles in a pain free, non-invasive manner, creating images for physicians to evaluate moles and lesions often eliminating the need for skin biopsies resulting in less pain, scarring, and expense. Physicians interested in learning more should contact their local representative on the web at <http://simsys-molemate.com>.

“We are excited about launching MoleMate and the expanded features version, SIMSYS™, and introducing US physicians to this amazing technology, that had previously only been available outside the US, in Australia and the United Kingdom. The US market alone is estimated to be a \$1 Billion dollar opportunity, and MoleMate and SIMSYS are the only FDA approved and patent protected siascopy products in this important health segment,” stated Steve Guillen, President & CEO at MedX Health Corp.

“I have used [MoleMate/SIMSYS] for six years and have found it an invaluable tool. I chose this technology because it gives me extra information about my patients’ suspicious moles and lesions through the additional views of the skin and helps me and the patients to come to a more informed decision about removal.” — *Dr. R.H. Falcon, Dermatologist, New York, NY*

### About MoleMate & SIMSYS

The FDA approved MoleMate and SIMSYS Skin Imaging Systems are a significant advance in the early detection of potentially life threatening moles and lesions. MoleMate and SIMSYS rapidly provide accurate images of the pigment, blood, and collagen below the mole or lesion. MoleMate and SIMSYS are both FDA approved and have a CE Mark and are currently being sold in the European Community.

“Among the sophisticated equipment used by University of California Irvine Melanoma Center physicians is a SIMSYS-MoleMate SIAscope, one of the most advanced melanoma imaging systems in the world. For patients with many moles, this computer imaging can make a big difference, it decreases the number of biopsies needed, so they won’t look like a pincushion.”

- *Dr. James G. Jakowatz, surgical oncologist and UC Irvine Melanoma Center director*

- *Dr. Janellen Smith, UC Irvine dermatologist and co-director of the Pigmented Lesion Program, UC Irvine*

MoleMate and the more robust system, SIMSYS, work with a hand-held scanner, designed for office use, along with a specially designed training CD. SIMSYS allows image capture and storage as well as special features that can be used in visualizing and comparing moles. SIMSYS will also support “mole mapping” early in 2012. Mole mapping is a technique that physicians use on certain patients with 50-100 or more moles where the entire surface of the patient’s skin is photographed to observe changes over time and then suspicious moles can be monitored more closely or, if necessary, removed.

MoleMate is easy to incorporate into exams, and is easy for physicians to learn how to use via the 60-90 minute training CD, as documented in a study with general practitioners, who significantly improved their ability to more accurately identify suspicious moles and lesion.

### **US Launch Underway**

MedX Health has a direct sales team of 30 associates in addition to 4 regional specialty Distributors calling on dermatologists and primary care physicians, representing a \$1B market opportunity based on retail prices between \$5-\$10K per system.

The website <http://simsys-molemate.com> contains additional information on MoleMate and SIMSYS, including information on the technology behind these products, siascopy, as well as product demos, and information on how other physicians have integrated the skin cancer imaging system into their practice.

MoleMate and SIMSYS will also be presented at the American Academy of Dermatology’s 70<sup>th</sup> Annual Meeting, March 16-22, 2012, in San Diego, California, the world’s largest, most comprehensive dermatologic educational event. Work with MoleMate and SIMSYS at booth #1361.

### **Sales in Europe and Australia**

MoleMate and SIMSYS are currently being sold to physicians in Europe and Australia, and now the US. Interested physicians and distributors should contact MedX Health directly.

### **The Most Common Form of Cancer in the US**

The Skin Cancer Foundation states that skin cancer is the most common form of cancer in the US. Each year there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung and colon.

There are several types of skin cancers. Nearly 13 million people in the US are living with a history of non-melanoma skin cancer, typically diagnosed as basal cell carcinoma or squamous cell carcinoma. 800,000 people in the US are living with a history of melanoma. The survival rate for patients whose melanoma is detected early, before the tumor has penetrated the skin, is about 99 percent. The survival rate falls to 15 percent for those with advanced disease.

## **Corporate Partners**

Proctor & Gamble, LenioMed Ltd., and ScreenCancer, Inc., are research and commercial partners that are funding the expansion of the underlying technology, siascopy, into new consumer and wound care markets.

## **About MedX Health Corp.**

MedX is a twelve (12) year old Canadian company, headquartered in Mississauga, Ontario (Toronto), and is a global leader in the design, manufacturing and distribution of quality low level laser and light therapy technologies for use in numerous medical settings, including rehab/chiropractic, dental, wound care, and veterinary medicine, providing patients with drug free and non-invasive treatment of tissue damage and pain. MedX laser and light products are FDA approved, Health Canada cleared, and CE Mark approved for use in North America as well as the European Union. For a complete profile of MedX Health Corp. and its products visit [www.medxhealth.com](http://www.medxhealth.com).

**This press release does not constitute an offer of any securities for sale. This press release contains certain forward-looking statements within the meaning of applicable Canadian securities legislation. These forward-looking statements involve certain risks and uncertainties that could cause actual results to differ, including, without limitation, the company's limited operating history and history of losses, the inability to successfully obtain further funding, the inability to raise capital on terms acceptable to the company, the inability to compete effectively in the marketplace, the inability to complete the proposed acquisition and such other risks that could cause the actual results to differ materially from those contained in the company's projections or forward-looking statements. All forward-looking statements in this press release are based on information available to the company as of the date hereof, and the company undertakes no obligation to update forward-looking statements to reflect events or circumstances occurring after the date of this press release.**

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