For Immediate Release

MedX Announces ScreenCancer AS Expands Use of MoleMate™ Technology Via Cancer Screening Clinics in UAE and Australia

Mississauga, ON – November 14, 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 ScreenCancer AS has signed a new distributor agreement to expand the use of the MoleMate™ technology as part of their MoleNavigator service and will now include Australia in their operations along with their existing programs in Europe and the U.S.

MedX Health acquired the worldwide assets of MoleMate in June 2011. This unique skin imaging system is FDA, CE approved and now available for sale in the US, European Union, Australia, and the UK. MoleMate uses a hand-held device designed for office or clinic use that utilizes light to view up to 2mm 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 our expanded agreement with ScreenCancer AS. ScreenCancer's mission is about increasing cancer screening thereby reducing the costs of advanced cancer treatment, and most importantly saving lives through early cancer detection. This includes the use of the MoleMate for the convenient evaluation by dermatologists of patient-identified suspicious moles," stated Steve Guillen, President & CEO at MedX Health Corp. Our distributor agreement with ScreenCancer AS currently covers the North America, the UK, Europe, and now it further expands into the UAE and Australia, the largest skin cancer market in the world," stated Steve Guillen, President & CEO at MedX Health Corp.

The total initial expanded distributor agreement is valued at over $190,000 CDN for 2011, and the expanded agreement runs through 2015.

About MoleMate

The FDA approved and CE Marked MoleMate Skin Imaging Systems is a significant advance in the early detection of potentially life threatening moles and lesions. Before MoleMate, physicians had to rely solely on their naked eye or in some cases scopes which can only see the top or outside of the skin to make a diagnosis, and often had to rely on a biopsy which was painful, and delayed the results, adding to the patient's fear and anxiety. Now with the MoleMate's, non-invasive, pain-free imaging, physicians are immediately provided with accurate images within the skin showing the location and distribution of pigment, blood, and collagen below a mole or lesion, allowing them to immediately decide if it is benign, or that it may only require freezing or another procedure much less painful and costly than a biopsy.

"MoleMate gives you more information to base your judgment on. Previously I may have looked at a mole and put off doing anything. In one or two cases, when viewed through MoleMate they have been nastier than I thought. Being able to review a patient's moles over time is particularly useful. I would recommend MoleMate to GPs and skin clinics." — *Dr. G. Campbell, New South Wales, Australia*

MoleMate and the more robust system, SIMSYS, work with a hand-held scanner 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, as well as information on the recently announced Innovator's Program, which allows physicians a free 30-day trial of both MoleMate and SIMSYS.

MoleMate and SIMSYS will also be presented at the American Academy of Dermatology's 70th 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.

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, prostrate, 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 AS are research and/or commercial partners whose support and expanding use are helping fund the expansion of the underlying technology, siascopy, into new consumer and wound care markets.

About MedX Health Corp.

MedX acquired the worldwide assets of MoleMate in June 2011. 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.

About ScreenCancer, AS

ScreenCancer provides cancer screening management services to employers, insurers and individuals including the MoleNavigator, a teledermatology-based solution for the evaluation of suspicious moles. In the U.S., ScreenCancer offers the ScreenCancer Navigator program for increasing cancer screening rates. In Europe, ScreenCancer additionally provides a panel of leading screening tests for several major cancers with clinical follow-up by experts in the field. For more information, please visit the company's web site at www.screencancer.com.

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