# **Press Release**



#### For Immediate Release

# MedX Announces Agreement with Technology4Medicine To Expand Product Distribution in the U.S. Market

Technology4Medicine to have exclusive U.S. distribution rights for MedX lasers in the dental, dermatology, plastic surgery and anti-aging markets; MedX will continue direct distribution for the U.S. Rehabilitation Market

Mississauga, Ontario – July 15, 2008 – MedX Health Corp. (TSXV: MDX) today announced an exclusive distribution agreement with Technology4Medicine, a newly formed laser company based in San Clemente, CA, for the U.S. dental, dermatology, plastic surgery and anti-aging markets. Technology4Medicine will sell MedX Health's newest laser product, Oralase™ immediately upon clearances from the Food and Drug Administration to dental offices. Oralase is a low level laser therapy (LLLT) exclusively designed for dentists to alleviate pain and accelerate tissue repair following dental procedures.

"This partnership fulfills a key component of our vision for growth and we are pleased to enter into this agreement with an exciting new company such as Technology4Medicine," said Steve Guillen B.Sc., M.B.A., President & CEO, MedX Health. "As we move forward with our business plan to become the worldwide leader in light technology, MedX is committed to choosing the right partners to accelerate product distribution while continuing to develop superior products and explore new therapeutic opportunities for those products. We believe that Technology4Medicine is the right partner to penetrate the dental and other related markets in the United States through their specialized, experienced sales staff."

"MedX is already well established in the rehabilitation market, offering innovative laser and light therapy products that have successfully treated pain, sports injuries and other conditions," continued Guillen. "We believe our products can offer patients with acute and chronic wounds a non-invasive, drug free solution and we fully intend to pursue these indications aggressively."

The terms of the agreement include MedX giving Technology4Medicine exclusive U.S. rights to sell Oralase and other MedX lasers that may be applicable in the dental, dermatology, plastic surgery and anti-aging markets. Increased levels of promotion are expected to cross over into these other large growth markets.

"This agreement helps put Technology4Medicine on the forefront of laser product distribution," stated Jeff Jones, chief executive officer of Technology4Medicine. "We chose MedX as our partner to bring the many benefits of laser therapy to the US dental, aesthetic and other markets. This is a very impressive technology that will further establish our company in the dental industry with the best technology available. With Oralase, we believe we have a winning formula for quick uptake and use in this \$1 Billion marketplace. The application of other MedX products in key U.S. markets such as aesthetic, anti-aging and dermatology, makes this a very attractive partnership."



### About Oralase<sup>TM</sup>

Oralase is an ergonomically designed portable low level laser device that offers dental staff a proven, drug-free solution to eliminate pain and accelerate soft and hard tissue repair. Oralase is designed to effectively control pain and decrease swelling from invasive dental procedures as well as stimulate healing. MedX has submitted to the FDA for marketing approval.

MedX has developed products designed specifically for the dental market. These products consist of the Oralase 200mw portable dental laser with interchangeable intra-oral probes, an Oralase console system with three accessories treating both intra and extra –orally, controlled by the compact Model 1100 console, the MedX Home portable system for extra-oral treatment, and the Oralase portable.



Pictures (left to right): Oralase console, MedX Home, Oralase portable

The MedX dental product line offers dental staff a proven, drug free solution to eliminate pain and accelerate soft and hard tissue repair. There are over 325 dental research studies reporting positive effects of photon / light therapy in more than 90% of the trials. Treatments are fast and easy to set-up, 1-2 minute treatment times and excellent results for happier patients

MedX has developed and tested these products in dental clinics over the last two years and believes that Oralase products will be in demand by dentists as these products will provide the dentist with a competitive edge and a high return on investment. MedX estimates that there are 150,000 dental clinics in North America that can use these products resulting in a market size of \$1.1 Billion.

#### **About Low-Level Laser Therapy**

For more than 35 years, LLLT has been used in Europe, Australia, Asia and Russia for the treatment of pain and tissue repair. LLLT was approved in Canada in the early 1990's and in the United States in





2002. LLLT uses a specific type of light to penetrate the skin's surface and underlying tissues to stimulate the body's natural repair processes. The result is faster healing and reduced pain, swelling and inflammation.

## **About MedX Health Corp.**

MedX is a leading North American developer and manufacturer of phototherapy medical devices, including dental, rehabilitation and wound care products. MedX is the world's only company focusing on developing and delivering a broad cross-section of technologies and products involved in healing using light therapy. MedX is committed to advocating for and bringing the non-invasive, drug-free healing nature of light to people seeking relief from pain and other physical ailments.

MedX plans to use the proceeds from its recent public offering to expand its distribution network; support its marketing program; continue development of new dental, rehabilitation and wound care products; undertake research and development for wound care products; and for working capital purposes. In particular, MedX plans to accelerate the development of a new product aimed at the rapidly-growing wound care market: its "*Photobandage*", a bandage technology that allows a wound to be bathed in light, designed to enhance the healing process. The Company intends to license this new technology to one or more major wound care companies for further development, marketing and sales.

#### **About Technology4Medicine**

Technology4Medicine (www.T4Med.com), and itsTechnology4Therapy division, are committed to providing effective advanced technology to doctors and patients improving clinical outcomes, enhancing the quality of care, enhancing the patient experience and the clinician's return on investment. Technology4Medicine is focused on ensuring customers have state-of-the-art technology and the highest quality of customer support, technical service and clinical training in the industry.

Technology4Medicine was founded in early 2008 by the former CEO/ President, Jeffrey W. Jones, and Executive Vice President, Keith Bateman, of Biolase Technologies, Inc (BLTI). Jones and Bateman grew Biolase from less than \$1 million in annual revenue to approximately \$70 million and made Biolase the world leader in laser dentistry. Jones and Bateman also founded the World Clinical Laser Institute (WCLI) and grew it into the largest dental laser education organization in the industry.

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