

For Immediate Release

# Health Canada Approves Skin Cancer Imaging System, MoleMate™

Technology allows physicians to 'See More' and reduce the number of painful and costly biopsies performed

**Mississauga, ON – February 8, 2012 – 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<sup>TM</sup>, has received approval from Health Canada, and is immediately available and in stock for all Canadian physicians, joining their colleagues in Europe, the UK, Australia, and the US, who have been utilizing this new pain-free, non-invasive imaging system to 'see more', approximately 2mm below the surface of suspicious moles, and provide additional information and images related to every mole and all types of melanomas and non-melanomas.

MoleMate uses a patented device and technology that features a hand-held scanner designed for office use that utilizes light to view beneath suspicious moles or lesions in a pain free, non-invasive manner, creating images for physicians to evaluate all types of moles and lesions within seconds, providing images that can reveal if a mole is benign, or something more serious, often eliminating the need for skin biopsies, resulting in less pain, scarring, and expense. Physicians interested in learning more should contact MedX Health Corp. at <u>www.simsys-molemate.com</u>.

"We are excited about launching MoleMate and the expanded features version, SIMSYS<sup>™</sup>, and introducing Canadian physicians to this amazing technology, that had previously only been available outside Canada in the US, Australia, Europe and the United Kingdom. In the last quarter of 2011 we began selling into the US market which is estimated to be a \$1 Billion dollar opportunity, based on retail prices between \$5-\$10K per system," 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 Health Canada approval of MoleMate and SIMSYS Skin Imaging Systems is 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 been sold in the European Community, the UK, Australia, and the US.

"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 include "mole mapping" software 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.

## Learn More

The website <u>www.simsys-molemate.com</u> contains additional information on MoleMate and SIMSYS, including information on the technology behind these products, 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. "See More," with MoleMate and SIMSYS at booth #1361.

## Sales in Europe and Australia & the US

MoleMate and SIMSYS are currently being sold to physicians in Europe, the UK, Australia, and the US and now in Canada. Interested physicians and distributors should contact MedX Health directly at <u>www.simsys-molemate.com</u>.

## The Most Common Form of Cancer in Canada

The Canadian Cancer Society (<u>www.cancer.ca</u>) and Canadian Statistics confirm that skin cancer is the most common form of cancer in Canada. Each year there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostrate, lung and colon.

In 2011, 79,600 Canadians were diagnosed with skin cancer; which amounts to 1/3 of all new cancers in Canada. 5,500 of these diagnoses were malignant melanomas, the most life threatening form. Also,





skin cancer attacks all ages and in the 1990s more than 8,000 cases were reported in patients 20-44 years of age. The survival rate for patients, whose melanomas are detected early, before the tumor has penetrated the lower layers of 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, 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 <u>www.medxhealth.com.</u>

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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