

**For Immediate Release**

## **Skin Cancer Imaging with MoleMate Featured at American Academy of Dermatology Meeting**

*Broad Attendance by International and North American Dermatologists*

**Mississauga, ON – March 23, 2012 – MedX Health Corp., (TSXV.MDX)** a global leader in drug free, non-invasive low level laser light therapy and light imaging systems, announced that MoleMate and its more robust software, SIMSYS, gained the attention of the dermatologists in attendance at the American Academy of Dermatology’s 70<sup>th</sup> Annual Meeting, the world’s largest, most comprehensive dermatologic educational event, which was held March 17-20, 2012, in San Diego, California,.

“At this meeting, dermatologists had a chance to compare MoleMate to recent market entries, and they told us that other devices that would help them identify skin cancers early are more costly to acquire and use, and do not offer the range of feedback on all moles that is possible with MoleMate, and the ability to store and make side-by-side comparisons of images to track changes was also an important advantage with MoleMate when you are managing patients that have numerous moles and a history of suspicious moles ,” said Steve Guillen, President and CEO, and that “the integration of Mole Mapping with MoleMate later in the year would be an additional advantage and continue to differentiate the MedX products in this new emerging market.”

### **About MoleMate Imaging and Skin Cancer**

MoleMate recently 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 [www.simsys-molemate.com](http://www.simsys-molemate.com).

“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, are both sold 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 [www.simsys-molemate.com](http://www.simsys-molemate.com) 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.

### **Skin Cancer - The Most Common Form of Cancer**

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

Nearly 800,000 Americans are living with a history of melanoma and 13 million Americans are living with a history of non-melanoma skin cancer, typically diagnosed as basal cell carcinoma (BCC) or squamous cell carcinoma (SCC). When melanoma is detected early, the survival rate is about 99% and falls to 15% as the disease advances.

### **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 [www.medxhealth.com](http://www.medxhealth.com).

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