

NEWS RELEASE

Canadian Breast Imaging System Ushers in New Era of Breast Cancer Management Ontario Biomed Engineer Wins Dave Mitchell Award of Distinction

Calgary, AB (September 8, 2009) Ontario biomedical engineer **Cameron Piron** is to receive a **\$25,000** prize from the **Ernest C. Manning Awards Foundation** for his development of a dedicated system for breast magnetic resonance imaging (MRI) and intervention.

MRI is a safe and sensitive imaging tool, but it can be challenging to obtain high quality images of breast tissue. Piron's system incorporates several innovations that make breast MRI and biopsy highly sensitive, patient-friendly, efficient and cost effective. The **Sentinelle Vanguard® Breast MRI Table with Variable Coil Geometry™** combines ingenuity in computing, engineering and medicine to allow radiologists to detect breast cancer even in its early stages.

Breast cancer affects more women worldwide than any other cancer; in Canada, an estimated 5400 women will die from it this year. With early detection, survival rates can improve from 21 to 96 percent. The Sentinelle Vanguard table allows the patient to be more comfortable while giving the radiologist easier access to the breast tissue in order to obtain MRI guided needle biopsies. The specially designed radiofrequency coils are adjustable to accommodate different body types and can be positioned close to the tissue to improve image resolution.

The breast imaging system is considered unparalleled in image quality, patient comfort and ease of use.

Sentinelle Medical®, the Toronto, Ontario company that produces the Sentinelle Vanguard system, has distribution contracts with Toshiba, GE Healthcare and Siemens Healthcare.

Piron is Co-founder, President and Chairman of the Board of Sentinelle. He developed the company's core technology while completing his MSc in Medical Biophysics at the University of Toronto, Sunnybrook Campus.

The Ernest C. Manning Awards Foundation

This year the Foundation will award \$145,000 to leading Canadian innovators plus \$20,000 to Young Canadians chosen at the 2009 Canada-Wide Science Fair.

The Foundation was established in 1980 to promote and support Canadian innovators. The Dave Mitchell Award of Distinction is named for the creator of the Ernest C. Manning Awards Foundation and Manning Innovation Awards programs, and this year is sponsored through the generous donations of Friends and Laureates of the Foundation. Since 1982, the Foundation has presented over \$4 million. The 2009 awards will be presented at an awards gala on Friday, September 18 in Vancouver, BC.

A Media Backgrounder about the innovator and his work is now available on the Foundation's website, with video available after September 18, 2009: www.manningawards.ca

For more information on the Foundation, contact Bruce Fenwick, Executive Director: 403-645-8288 or bruce.fenwick@encana.com

For more information about Sentinelle Medical® and their products, visit www.sentinellemedical.com/ or contact Mr. Cameron Piron: 416-436-2152 or Cameron.piron@sentinellemedical.com