

PROFOUND^{Medical inc.}

PRESS RELEASE –for Prostate Cancer Awareness week

Newly-founded Toronto Medical Device “Start-up”

Novel Prostate Cancer Treatment

Why it matters Prostate cancer is the most common cancer among Canadian men. The Canadian Cancer Society estimates 24,700 men will be diagnosed with the disease in 2008 and 4,300 will die of it. Further afield, there were 254,208 newly diagnosed incidence of Prostate Cancer in 2006 in the US.

Company Profound Medical Inc. is a newly-founded, Venture Capital-backed, medical device company dedicated to developing a novel treatment for Prostate Cancer; and plans to offer the fastest, least-invasive, and highest Quality-of-Life outcomes for patients of the disease.

Where it came from A spin-off of the world-class Sunnybrook Imaging Research group in Toronto, it is blending the technical prowess of Sunnybrook’s research leaders, Drs Bronskill & Chopra, with seasoned technology entrepreneurs.

Why its important & How it works There are major Quality of Life (QoL) issues with all existing treatments for Prostate Cancer, with very high levels of post-operative impotence and incontinence. Profound’s technology combines the well-established clinical therapeutic benefits of thermal ultrasound; with the unparalleled accuracy, sensitivity, and precision of MRI to allow the most precise treatment of a region or the whole prostate. This accuracy of treatment is critically important if the nerve bundles for potency, and the continence of the urethra and rectum are to be spared.

Status “This is great news for everybody in an increasingly tough financial climate. We, as the first recipients of investment from the new Genesys Capital Venture II Fund, are extremely proud to be leading the way in creating new high tech jobs and products for Ontario and Canada. With the world-class technical resources available through an on-going sponsored research agreement with Sunnybrook, we anticipate engaging Health Canada and the FDA in the near future about the potential start dates for clinical trials,” claimed Paul Chipperton, co-founder & COO of Profound.

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