

## Sentinelle Medical Receives Frost & Sullivan Excellence in Technology Award

**Toronto, Canada: March 24th, 2009** – Sentinelle Medical Inc., a leading manufacturer of breast MRI coils and software has been honoured with Frost & Sullivan's 2009 North American Excellence in Technology Award (within the MRI Scanners Market). Sentinelle receives this Award in recognition of the tremendous success of its Vanguard 1.5T breast imaging coils product line in 2008, highlighted by a number of exclusive distribution agreements secured with leading MRI manufacturers.

*Frost & Sullivan's Best Practices Awards* recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices.

"Breast cancer will impact 200,000 women in North America this year. Sentinelle was founded with the goal of providing the most powerful tools to support radiologists, technologists, and oncologists in their efforts for earlier detection and improved treatment of cancer. Our approach has been to work with leading clinicians to understand and address the challenges they face in new and innovative ways," said Cameron Piron, Sentinelle's President and CEO. "This past year has been extremely rewarding for the Sentinelle team. Not only have we been able to partner with MRI market leaders like GE, Siemens and Toshiba, but we are being recognized for our innovations with this prestigious Award."

"Sentinelle's Vanguard technologies significantly improve the diagnostic capabilities and patient comfort for Breast MRI," said Frost & Sullivan Industry Analyst Travis Chong. "Sentinelle has quickly gained recognition as a technology leader with its advanced ergonomic Vanguard design and adjustable visco-elastic padding that enables clinicians to achieve greater image resolution and improved patient management. With clear improvements to both the form and function of an MRI auxiliary table, it's no wonder why the company has achieved tremendous growth within the emerging Breast MRI market."

The Frost & Sullivan Excellence in Technology Award is bestowed upon a company that has pioneered the development and introduction of an innovative technology into the market. The award recognizes a company's successful technology development that is expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. It also recognizes the company's overall technical excellence and its commitment toward technology innovation.

### About Sentinelle Medical Inc.

Sentinelle Medical is dedicated to improving patient care with early detection and accurate intervention. The company researches, develops, manufactures, sells and supports leading edge Magnetic Resonance (MR) technologies. The ground breaking Sentinelle Vanguard Breast MR Auxiliary Table<sup>®</sup> provides excellent quality MR images, complete and open



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access for intervention and award winning design that optimizes patient comfort and workflow. Sentinelle products are used in leading breast cancer sites throughout North America including Dartmouth-Hitchcock Medical Centre, H. Lee Moffitt Cancer Center and Research Institute (University of South Florida), Scripps Memorial Hospital, Sunnybrook Health Sciences Centre and University Health Network. Sentinelle Medical is a privately owned Canadian company.

For more information, visit [www.sentinellemedical.com](http://www.sentinellemedical.com).

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