

Press Release:
Breast Cancer Screening advances with new
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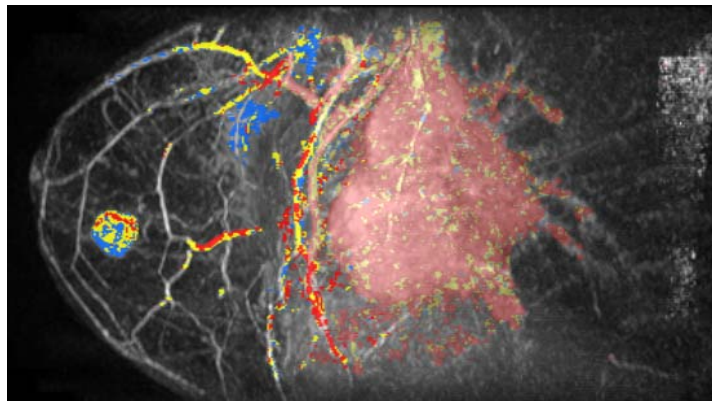
MRI Improves Breast Cancer Detection

Computer-Aided-Detection System, CADstream™, Enhances Breast MRI Analysis. It is only available at MRI Plus. The full information will be presented Thursday February 22nd at Westboro Superstore 190 Richmond Rd. by Dr. Chandra Martens Oncologist

Ottawa, Ontario, February 22, 2007. A new advancement in the detection of breast cancer is now available at MRI Plus. Magnetic Resonance Imaging (MRI) is a non-invasive imaging procedure that is used to analyze the inside of the breast. MRI does not use x-rays to make images; instead, MRI creates images through a combination of steady and changing magnetic fields and pulsing radio signals.

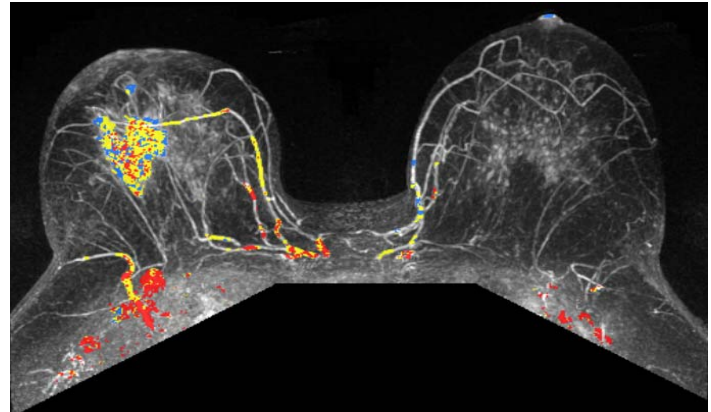
Scientific literature supports the effectiveness of MRI in screening women at high risk for breast cancer. A series of articles have recently surfaced enforcing the link between breast density and increased risk for breast cancer.

The **Globe and Mail** says on Thursday, January 18, 2007 "Breast density found to be significant cancer risk". They go on to state that a recent Canadian study published in the New England Journal of Medicine found that women whose breast density was 75 per cent or more were 4.7 times more likely to develop cancer than those with density under 10 per cent. Women with dense breast were 18 times more likely to find a cancerous tumour within 12 months of a negative mammogram.



The **MACLEAN'S** February 5, 2007 issue raises the point that many researchers wonder whether mammograms detect cancer soon enough since the disease will have been growing, on average, between six to 10 years before a technician is able to detect it on a mammogram. They also indicate that Dr. Steven Narod of the familial breast cancer research unit at the Women's College Research Institute in Toronto thinks there's a better way and that in his research mammography has only found one-third of the cancers detected by MRI.

On mammograms, fat looks dark, but dense tissue is light, like tumours, so it can hide the cancers. The Canadian study confirms that cancers are also more frequent, not just hidden, in women with dense breasts. That means that breast density is a true risk factor, along with other strong predictors like age, family history, BRCA1 and 2 gene carriers.

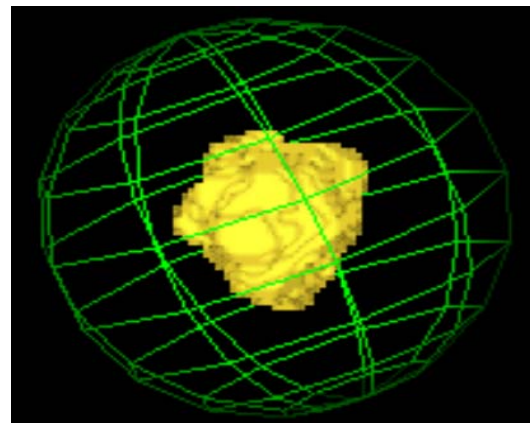


The Advantage of CADstream

Images	Data	3D Curve	BI-RADS®
Size:			
In-plane diameters: 1.7 x 1.5 cm (Depth 1.9 cm)			
Angio Volume: 2.3 cc			
Enhancement Composition:			
Initial rise	100%	Rapid	0.1% Medium
Delayed phase			
Persistent	43%		0.1%
Plateau	41%		0%
Washout	16%		0%
Curve Peak: 448 % (Rapid Washout)			
Encapsulating Ellipsoid: (with 10 mm margins)			
Diameters: 4.3 x 4.1 x 4.2 cm			
Ellipsoid volume: 39.2 cc			

Underlining MRI Plus's commitment to providing the best care in women's health, every breast MRI study performed at MRI Plus is processed with CADstream, a computer-aided-detection (CAD) system for breast MRI, providing improved analysis and reporting, allowing radiologists to read breast MRI more efficiently and consistently.

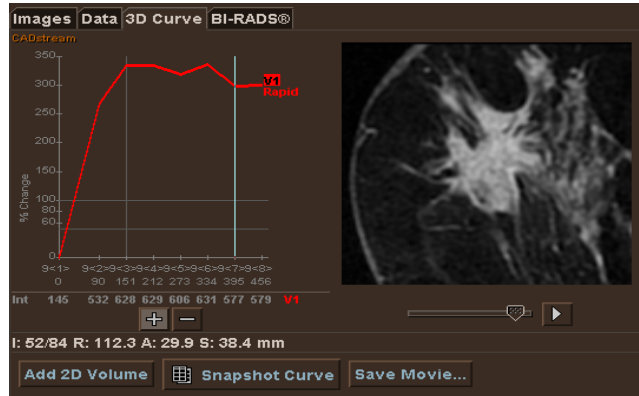
Dr. Roberto Wee, M.D., Medical Director of MRI Plus: "The integration of breast MR and CADstream into our breast imaging program keeps our practice on the cutting edge and offers our patients the best chance at early detection and treatment. Streamlining and standardizing the analysis and reporting of a study with CADstream ultimately will make our breast MRI program more efficient."



The computer-aided-detection technology makes the exam more practical. MRI has become an important breast imaging modality, helping many women be diagnosed earlier and have more information for treatment decisions, but in the past was limited due to the time needed to manually interpret the 2,000+ images a breast MRI generates. CADstream automates the analysis and reporting of breast MRI studies.

About Breast MRI

MRI (magnetic resonance imaging) is rapidly establishing itself as an essential tool for breast cancer staging and treatment. Unlike other breast imaging modalities, which look at physical characteristics of breast tissue only, MRI looks not only at physical characteristics but also at how the tissue behaves. Malignant tissue tends to absorb an intravenously administered contrast agent at a higher rate than surrounding tissue, due to tumor angiogenesis. During an MRI of the breast, the patient lies on her stomach on a scanning table. The breasts are suspended in a depression in the scanning table, which contains coils that detect the magnetic signal. The examination takes approximately 30 minutes to one hour.



About MRI Plus

MRI Plus is a state-of-the-art MRI clinic located in Gatineau, directly across from the Canadian Museum of Civilization, which offers high definition magnetic resonance (HDMR) imaging. MRI Plus benefits from over 30 years of combined MRI radiology experience and offers referring doctors images and radiology reports within 48 hours after the MRI is completed. MRI Plus is the only clinic (including hospitals) in the region offering the CADstream advantage for MRI breast cancer screening examinations.