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**Joint Venture to Bring Life Saving Technology
to Millions in Latin America**

July 12, 2010 —Freshmedx today announced the agreement to form a joint venture which will bring life saving technology to over 19 million people in Mexico who are at high risk of developing lung cancer. The Salt Lake City based medical device company, Freshmedx, has entered into an agreement with prominent Mexican partnership to co-develop, market, sell and distribute its Bioconductance Scan Platform (BSP) system in Mexico.

The BSP is a non-invasive lung cancer diagnostic system that can dramatically improve the accuracy of pre-surgical lung cancer diagnosis in a simple and painless 12-minute scan. This is Freshmedx's first licensing agreement and joint venture announced as the result of international discussions that began just a few months ago.

The Company intends to engage in local development in hopes of bringing Mexico's at-risk population increased access to life saving and cost effective technologies. The joint venture will make the BSP available to all of Latin America in a staged program to be announced later this year.

"We are heartened by the quality of Mexico's medical community and the intensity of its interest in stemming costs and bringing more accurate information forward for lung cancer patients," said Steven Eror, President and CEO of Freshmedx. "Our partnership with some of the most capable and prominent executives from Mexico's pharmaceutical industry will allow us to help one of the world's growing at-risk populations."

It is estimated that almost 20% of Mexico's 111 million people are at high risk of developing lung cancer. Resources are strained, economically out of reach or nonexistent for evaluating early symptomatic patients. This joint venture will provide an opportunity for earlier and more accurate intervention in the management of lung cancer and may reduce the amount of unnecessary surgery associated with the inaccuracies of currently available diagnostic resources.

Jaime Pira Klusmann, a highly experienced multinational medical industry executive will lead the partnership in Mexico as President and CEO of Freshmedx Mexico.

"With Freshmedx we found an ideal partner," said Mr. Pira. "This joint venture offers an excellent strategic fit for us, for Mexico and market expansion opportunities in the rest of Latin America."

Upon approval from the Mexican government, the joint venture plans to enter the market in Mexico and Central America in 2011.

ABOUT FRESHMEDX

Freshmedx is a private, Utah-based company focused on development, manufacturing, marketing and sales of non-invasive diagnostics for life-threatening disease. Freshmedx's initial target is to improve the accuracy of pre-surgical staging and diagnosis of lung cancer, with other applications of its device platform in development. For more information: www.freshmedx.com

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