

FOR IMMEDIATE RELEASE

William Taylor, Communications, Freshmedx 801-497-6169, wht@freshmedx.com

**In the “Year of the Lung,” Utah Company Freshmedx
Announces Breakthrough Lung Cancer Diagnostic**

February 18, 2010—In celebration of *World Cancer Day* and the *Year of the Lung*, Freshmedx today announced that it has entered into multiple discussions for the international license of its Bioconductance Scanning Platform (BSP). The BSP is a medical device that can dramatically improve the accuracy of pre-surgical lung cancer diagnosis in a simple and painless 12-minute scan. Freshmedx is pursuing regulatory approvals in the US and has completed CE mark testing for European distribution.

Cancer is projected to become the leading cause of death in 2010 according to the International Agency for Research on Cancer. Of all cancers, lung cancer is by far the most deadly. It results in more deaths than breast, prostate, colon, liver, kidney and melanoma cancers combined, yet it receives only one tenth the per-patient resources of other cancers.

Freshmedx’s innovation could not have come at a better time. 2010 has been designated the *Year of the Lung* to draw worldwide attention to much needed lung research.

Surgical biopsy of the lung is expensive and life-threatening. Current imaging technology may falsely suggest the need for surgical biopsy of the lung in up to 94% of cases. The National Institute of Health (NIH) has estimated that over half of the US lung cancer related surgeries are unnecessary.

“Even the best technologies currently used are not enough,” said Steve Eror, Freshmedx chief executive officer. “They are frequently unable to discriminate masses that are not life-threatening from those which merit immediate surgical biopsy and treatment. As a result, many lives are put on the line with unnecessary surgical biopsies of the lung. Freshmedx offers a new technology that can prevent unnecessary surgery, treatment and emotional distress.”

The BSP device captures and evaluates precise transthoracic bioconductance measurements with a patented technology that are validated and reported to the physician for

review in the form of a composite score. Freshmedx recently received its fifth patent for the BSP and has completed clinical trials in Salt Lake City, and in cancer centers in Chicago and Baltimore. Results were presented at the most recent conference of the American Thoracic Society with Johns Hopkins School of Medicine.

Freshmedx estimates that, in the US alone, unnecessary procedures waste direct healthcare costs of \$8.1 billion per year and result in over 3,250 deaths even before consideration of other complications such as punctured lung and pulmonary infection.

“This technology is being announced at a time when we are all looking for more accurate, better and cost-effective ways of detecting disease, particularly such a life-threatening cancer,” said Mr. Error.

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

ABOUT THE YEAR OF THE LUNG

The Year of the Lung is organized by the Forum of International Respiratory Societies (FIRS) to draw world attention and targeted research in lung disease. FIRS includes the Asociacion Latinoamericana del Thorax (ALAT), the American College of Chest Physicians (ACCP), the American Thoracic Society (ATS), the Asia Pacific Society of Respiriology (APSR), the European Respiratory Society (ERS), the International Union Against Tuberculosis and Lung Disease (The Union), and the Pan African Thoracic Society (PATS). For more information: www.2010yearofthelung.org.

Freshmedx

757 East South Temple, Suite 150

Salt Lake City, Utah 84102

Phone: 801-736-0729

www.freshmedx.com