

## **Seno Medical Instruments, Inc. Selects Dr. John Holaday to Scientific Advisory Committee**

**SAN ANTONIO, TEXAS—June 12, 2007—Seno Medical Instruments, Inc.**, a San Antonio company engaged in the development of medical devices announces the selection of John Holaday, PhD to its Scientific Advisory Committee. Dr. Holaday, formerly listed among the 500 most cited scientists in the world by the Science Citation Index, will be instrumental in Seno Medical's efforts to bring its patented breast cancer diagnostic technology to the global marketplace.

Seno Medical Instruments, Inc. was formed in 2005 to commercialize a new modality in cancer screening and diagnosis: opto-acoustic imaging. To further the development of this potentially life-saving technology, the corporation is assembling a team of experts in the field of breast cancer detection, product application and protocol design.

"I am excited and honored that Dr. Holaday has decided to join our team," said Janet Campbell, Seno Medical CEO. "Dr. Holaday brings a depth of knowledge in patents, strategic partnering and running successful medical companies. His expertise in science and the medical field will be invaluable to us."

Dr. Holaday understands that despite the advances in treating breast cancer, the best way to manage the disease and to save lives is early detection. "Seno's opto-acoustic technology creates a new diagnosis window. The ability to identify malignant tissues from the non-malignant based on differences in metabolic demand represents a breakthrough technology for the diagnosis of breast cancer with potential applicability to other forms of cancer," said Dr. Holaday.

Dr. Holaday is currently CEO of QRxPharma, a newly listed specialty pharmaceutical company specializing in pain and CNS diseases (QRX, ASX). Dr. Holaday, a veteran life-science entrepreneur, built five public and private biopharmaceutical companies over the past 19 years and raised more than \$360M in capital. As Chairman of the Maryland Bioscience Alliance (2000–2004), Dr. Holaday oversaw the largest biotechnology membership-based organization in the State. Dr. Holaday founded EntreMed, (ENMD, NASDAQ) in 1992 and served as its Chairman, President and CEO until his retirement in 2003 and was the co-founder, director, Scientific Director and SVP of Medicis Pharmaceutical Corporation (MRX, NYSE). He was the founder and Chief of the Neuropharmacology Branch at the Walter Reed Army Institute of Research for 21 years. Dr. Holaday is a graduate of the University of California, San Francisco School of Medicine with a PhD in neuropharmacology.

Dr. Holaday has received numerous honors and awards, including induction into Ernst and Young's Entrepreneur of the Year 2006 Hall of Fame. He holds over 30 U.S. and foreign patents, has published more than 200 scientific articles and reviews, and edited five books.

### ***About Seno Medical***

Seno Medical Instruments, Inc. is a San Antonio based medical device developer focused on the early detection of cancer through the use of its patented opto-acoustic technology. Seno's experienced management team has been assembled to commercialize this technology. A nationally recognized Scientific Advisory Committee is being established to support this effort. Please visit Seno Medical Instruments, Inc. on the web at [SenoMedical.com](http://SenoMedical.com).