

Seno to Present at the Cleveland Clinic's 12th Annual Medical Innovation Summit

SAN ANTONIO, Oct. 23, 2014 /PRNewswire/ -- Seno Medical Instruments, Inc., the company pioneering the development of opto-acoustic technology as a new tool to improve the process of diagnosing breast cancer, today announced that Janet Campbell-Clark, Chief Executive Officer, will be presenting a corporate overview at the Cleveland Clinic's 2014 Medical Innovation Summit to be held October 26-29 in Cleveland, OH.

The presentation will take place on October 29 at 8:00 am ET at the Cleveland Convention Center in Room 26.

About the Cleveland Clinic's 12th Annual Medical Innovation Summit

The summit will convene over 1,500 great thinkers and leaders for a candid exchange on new medical technology, its future, recent breakthroughs and continuing challenges.

The Trout Group [www.troutgroup.com] has teamed up with The Cleveland Clinic to create Ground Waves - an exciting two day showcase that will present a wide array of companies making waves in cancer treatment and personalized medicine. The Summit is renowned for thought-provoking panels, lively 1-on-1 discussions with influential CEOs, and the discovery of the latest market-ready technologies poised to shake up the status quo.

The full summit agenda is available at <http://summit.clevelandclinic.org>

About Seno Medical Instruments, Inc.

Seno Medical Instruments, Inc. is a San Antonio, Texas-based medical imaging company committed to the development and commercialization of a new modality in cancer diagnosis: opto-acoustic imaging. Seno's Imagio breast imaging system fuses opto-acoustic technology with ultrasound to generate functional and anatomical images of the breast. The opto-acoustic images provide a unique blood map around suspicious breast masses while the ultrasound provides a traditional anatomic image. Through the appearance or absence of the two hallmark indicators of cancer – angiogenesis and deoxygenation – Seno believes that Imagio images will be a more effective tool to help radiologists confirm or rule out malignancy than current diagnostic imaging modalities – without exposing patients to potentially harmful ionizing radiation (x-rays) or contrast agents. Seno's platform technology may also address other disease applications in organs other than the breast, as well as assessing other breast problems, such as early response to chemotherapy or hormonal treatments of breast cancer. To learn more about Seno Medical's opto-acoustic imaging technology and applications, visit www.SenoMedical.com

Medical Innovation Summit Contacts

Lee M. Stern / lsfern@troutgroup.com

Emily Present / epresent@troutgroup.com

Seno Medical Instruments Media Contact

Brian Baxter

Lazar Partners Ltd.

bbaxter@lazarpartners.com

Tel: +1 646-871-8491