

## Seno Medical Instruments Appoints Eric Davis as Chief Financial Officer

SAN ANTONIO, August, 8 2016 – [Seno Medical Instruments, Inc.](#), the leader in improving the process of diagnosing breast cancer through the development of an opto-acoustic (OA) imaging device, today announced the appointment of Eric Davis as Chief Financial Officer. Mr. Davis previously served as the Chief Financial Officer and Corporate Treasurer at CeloNova BioSciences, Inc. Mr. Davis brings more than 20 years of financial and operational leadership with extensive domestic and international experiences.

“Eric is an accomplished financial executive with significant accounting and operational proficiencies, and will be an exceptional addition to our team,” said Tom Umbel, CEO of Seno Medical. “Eric brings global business and healthcare finance and accounting experience, which is invaluable in our preparation to launch our products and services in Europe next year.”

During his tenure at CeloNova, a medical device manufacturing company in San Antonio, Mr. Davis was responsible for global finance/accounting, treasury and investor relations in 58 different countries. Prior to that, Mr. Davis was the CFO and Operating Officer at Genesis Networks Enterprises, LLC where he led finance and accounting operations of a \$1 billion network integrations and supply chain management company. He has extensive experience in securing investments, improving EBITDA, and implementing quality processes to improve margins. Mr. Davis has his Masters of Science in Finance from Madison University and a BS in Business Administration in Management from University of Tulsa.

“It’s truly an exciting opportunity to join an innovative company like Seno Medical, especially at this juncture in their product life cycle,” said Mr. Davis. “The commitment by this passionate team and the company’s novel technology to improve cancer diagnosis non-invasively and without additional ionizing radiation, make it an exciting time to join such a dynamic organization.”

The Imagio® OA breast imaging system was designed to facilitate the identification of the two functional hallmarks of cancer: the presence of abnormal blood vessels (tumor angiogenesis) and the relative reduction in oxygen content of blood that occurs in cancer compared to benign masses and normal tissues. The technology used by the Imagio system is non-invasive and does not require patient exposure to contrast agents, ionizing radiation (x-ray) or radio-isotopes, which are required for other modalities that are capable of functional imaging, including magnetic resonance imaging (MRI) or positron emission tomography (PET).

### **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 in and 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 the Imagio OA breast imaging system 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. To learn more about Seno Medical's opto-acoustic imaging technology and applications, visit [www.SenoMedical.com](http://www.SenoMedical.com).

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