

## **Dr. William F. Keane Joins SENO Medical Instruments**

**SAN ANTONIO, TEXAS — May 13, 2008 – Seno Medical Instruments, Inc.**, a San Antonio company engaged in the development of opto-acoustics, the next generation cancer imaging technology, today announced the appointment of William F. Keane, M.D. to the company's Scientific Advisory Committee.

"I am pleased that Dr. Keane has accepted to become a member of Seno's Scientific Advisory Committee," said Janet Campbell, Chairman and CEO of Seno. "His medical background, global business experience, integrity, knowledge and experience in medical innovations will be an asset to our internationally recognized Scientific Advisory Committee." With more than 38 years of professional medical experience, Dr. Keane joins an elite group of medical professionals on Seno's Scientific Advisory Committee. His most recent professional experience is as Chief Medical Officer at Reliant Pharmaceuticals where he directed all scientific and medical activities for the company. Keane provided guidance for Reliant Pharmaceuticals after it was acquired by GlaxoSmithKline Inc., overseeing the integration of the two organizations' scientific and medical endeavors.

"I am delighted and honored that Bill Keane will join our team. He brings a welcomed dimension as an academician, teacher, researcher and world leader in the pharmaceutical industry during his tenure at Merck & Co. We look forward to benefiting from his insights as Seno continues to exploit its mission in breast cancer detection," said Dr. Bob Kramer, Chairman of Seno's Scientific Advisory Committee.

Prior to joining Reliant Pharmaceuticals, Dr. Keane worked with Merck & Co., Inc. He joined Merck & Co., Inc. in 2001 as Vice President, Clinical Development and served as Vice President, U.S. Medical & Scientific Affairs from 2004 until his retirement in 2007. Dr. Keane's responsibilities in the U.S. included post-registration clinical studies, data base analysis studies, external scientific collaborations and medical affairs.

Dr. Keane, has had a distinguished medical career, serving as Chairman of the Department of Medicine at Hennepin Medical Center in Minneapolis, Minnesota, and as the Vice Chair and Professor of Medicine and Pharmacy at the University of Minnesota Medical School. Dr. Keane also served as the President of the National Kidney Foundation from 2000-2002

"I have always been interested in being involved in the development of new technologies for the diagnosis and treatment of diseases," said Dr. Keane, "and throughout my career I've advocated for early detection. Whether it be CAT scans or MRI's, all imaging technologies have changed the way we diagnose disease in our society. Seno's next-generation imaging technology could really improve patient care starting with early detection and diagnosis all the way through treatment. As a diagnostic tool Seno's technology has a broad applicability and I look forward to serving on their Scientific Advisory Committee and playing a role in the development of opto-acoustic imaging technology," said Dr. Keane. "It's an exciting time to join the advisory committee, and I look forward to our future success."

Seno Medical Instrument, Inc. is a San Antonio based medical device developer focused on the early detection of cancer thru the use of its patented opto-acoustic technology. Opto-acoustic imaging combines light and sound to produce high-resolution, high-contrast images to indicate the presence of increased blood supply and vascular structure that surround and feed a tumor.