

Seno Medical Instruments, Inc. CEO Janet Campbell Wins Gold Stevie® Award in 2013 Stevie Awards for Women in Business

SAN ANTONIO, TEXAS – November 21, 2013 – Seno Medical Instruments, Inc., the company pioneering opto-acoustic imaging as a tool to improve the diagnosis of cancer, today announced that CEO Janet Campbell has been named the winner of a Gold Stevie® Award for Female Entrepreneur of the Year in the 10th annual Stevie Awards for Women in Business 2013. Ms. Campbell received the honor in the consumer products category representing companies with 11 to 2,500 employees.

The Stevie Awards for Women in Business are the world's top honors for female entrepreneurs, executives, employees and the organizations they run. All individuals and organizations worldwide are eligible to submit nominations – public and private, for-profit and non-profit, large and small. The 2013 awards received entries from 18 nations and territories. More than 1,200 nominations from organizations of all sizes and in virtually every industry were submitted this year.

“When my mother died of lung cancer, I dedicated myself to finding a way to make a significant impact on the fight against cancer by saving lives. It was with this goal in mind that I founded Seno Medical Instruments, to advance and develop a new imaging modality – called Imagio – based on opto-acoustic technology that could potentially improve how cancer is diagnosed,” said Janet. “I am honored to accept this award, and would like to sincerely thank the Stevie Awards judges for recognizing the work our company has accomplished so far.”

Imagio is an investigational opto-acoustic imaging system that may help women with benign breast masses avoid negative, invasive biopsies. It combines traditional ultrasound with an imaging technology based on light in and sound out called “opto-acoustics.” The opto-acoustic images provide a unique blood map in and around suspicious breast masses. Unlike other imaging modalities, Imagio doesn't expose patients to potentially harmful ionizing radiation (x-rays) or injectable contrast agents.

Because cancerous tumors grow relatively quickly, they require significant amounts of blood and oxygen, so a network of blood vessels grows around cancerous masses. Radiologists believe that Imagio images depicting significant vascular structures and low oxygen levels are likely to indicate cancer.

Seno is currently enrolling patients into the Imagio Pivotal Study, which will include 16 leading hospitals and imaging centers throughout the United States.