

PRESS RELEASE
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FOR IMMEDIATE RELEASE
March 7, 2008

VIRTUAL COLONOSCOPY IN THE SOUTH BAY

San Jose, CA – March 7, 2008 – PremiereScan, a comprehensive, free-standing diagnostic imaging center serving the San Francisco Bay Area, is pleased to announce that the American College of Radiology (ACR) concurs with the American Cancer Society (ACS) that the latest published research and preliminary results of recently completed trials support the inclusion of Computed Tomographic Colonography (CTC) - also known as virtual colonoscopy - as a front-line screening exam for colorectal cancer.

Recognizing potential, PremiereScan took the initiative by providing Virtual Colonoscopy in July 2006 and has been a persistent advocate of this developing technology as a screening tool for colorectal cancer. Dr. Brad Piatt, Medical Director for PremiereScan, believes more lives will be saved every year as early detection of polyps can prevent colon cancer. Less than 30 percent of the population over 50 undergoes the recommended initial screening colonoscopy as recommended by the American Cancer Society, and even fewer pursue later follow-up colonoscopy at the recommended interval. The American Cancer Society estimates that 147,000 American will die this year of colorectal cancer, the 2nd leading cause of cancer deaths in the United States. It is well known that virtual colonoscopy is less invasive than traditional colonoscopy and requires no sedation. Dr. Piatt reports that most patients are able to resume their daily lives immediately after the examination with few or no side effects. PremiereScan's

goal is to increase the acceptance of virtual colonoscopy screening, as this technique is inexpensive, fast, non-invasive, and very effective at finding potentially cancerous polyps. If polyps or other lesions are discovered, further action may be taken by a gastroenterologist. Dr. Piatt notes that many men and women over 50 years know colon cancer screening is important for their health, but they often delay or defer colonoscopy due to lack of awareness, fear, or inconvenience. For these individuals there is no longer a valid reason not to be screened as colorectal cancer can be prevented or treated if detected early. Dr Piatt states that the goal of any screening colon exam is to detect polyps before they become cancers. Virtual Colonoscopy (VC) uses computed tomography (CT) to produce two- and three-dimensional images of the colon; and these images can then be manipulated to allow a “fly-through” 3D presentation, similar to video games of today. The Radiologist can then virtually fly through the inside walls of the colon searching for polyps. The examination takes about 20 minutes, does not require sedation and is sufficiently benign as to allow patients to return to usual activities immediately after the procedure.

PremiereScan employs Board Certified Radiologists – with years of practical experience in teaching hospitals reading virtual colonoscopies and interpreting results. All Computer Topography (CT) technologists are certified and experienced with the study protocol, and Radiologists interpreting results are continually trained, employing the latest Computer Aided Design (CAD) equipment.

Links:

PremiereScan www.premierecan.com

American Cancer Society: www.cancer.org

American Gastroenterological Association: www.gastro.org

American College of Radiology: www.acr.org

American College of Gastroenterology: www.acg.gi.org