

For Immediate Release

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Sonora Announces Publication of Technical Paper

LONGMONT, CO September 28th, 2009. Sonora Medical Systems, Inc., a leading supplier of after market products, services and test equipment to the medical imaging ultrasound and MRI markets, announces the presentation of an important study and publication of a technical paper addressing the FirstCall ultrasound probe testing device. An independent study presented at Medical Physics and Biomedical Engineering World Congress 2009 held in Munich Germany from Sept 7-12 has further verified the effectiveness of Sonora's FirstCall ultrasound transducer testing device as a quality assurance and product acceptance device. In a paper describing the study, authors Jan-Olof Johansson, et al, from University Hospital's Department of Biomedical Engineers in Gothenburg, Sweden conclude that use of FirstCall can significantly increase the quality of the ultrasound probes in clinical use and the diagnostic results, thus improving patient safety. The study also concludes that use of FirstCall helps hospitals manage their ultrasound inventory and optimize their budgets in the area of ultrasound related expenditure by increasing their understanding of the condition of their probes and the need to purchase new probes. A technical paper entitled "On Evaluation of First Call 2000™" will be published in IFMBE Proceedings 25/II.

Commenting on the study, Julie Morris, Director of Quality and Regulatory Affairs for Sonora, said: *"This study echoes previously published papers concerning the value of using FirstCall to test ultrasound transducers. FirstCall allows biomedical engineers and clinical users to have confidence in the condition of the transducers they are using and subsequently in the ultrasound studies they are performing, optimizing the effectiveness of the study and the safety of the patient. FirstCall also allows hospitals to manage their transducer inventory intelligently, maximizing the up-time of this expensive imaging equipment. That is an important concern today's cost-conscious healthcare environment. Sonora Medical Systems is honored to once again have our FirstCall probe test device validated by these scientists at this prestigious international forum."* FirstCall is currently being used at more than 300 hospital facilities around the world, as well as by ultrasound system Original Equipment Manufacturers (OEMs) and Independent Service Organizations (ISOs).

About Sonora Medical Systems, Inc.:

Sonora Medical Systems is an ISO-9000/13485 certified provider of high quality products and services to the diagnostic ultrasound and MRI markets. Its products and services are marketed on a direct basis to healthcare providers, dealers and service organizations in North America, and both directly and through distribution partners in non-U.S. markets. Customers include large and small hospitals, stand-alone imaging centers, clinics, Independent Service Organizations (ISOs) and Original Equipment Manufacturers (OEMs). Additional information on Sonora is available at its web site at www.4sonora.com.