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C-RAD establish new distribution channels

C-RAD AB with its three fully owned subsidiaries is all active in the field of radiation therapy. In accordance with the strategy of the company two new distributor agreements has been signed. The territories involved are Spain and France.

In order to increase marketing activities of the laser scanning system Sentinel in Europe, C-RAD has signed distribution agreements with Bioterra (www.bioterra.net) for Spain and Radioqual (www.radioqual.fr) for France. Both Bioterra and Radioqual are well established in the radiotherapy business including management in both companies with long experience from the industry. The agreements with Bioterra and Radioqual are part of increased marketing activities from C-RAD on selected important markets. First activity as result of these agreements is participation at the annual national radiotherapy meeting (SEOR) in Castellon, Spain, October 7-9. The Sentinel concept with advanced patient positioning, motion detection and functionality for advanced respiratory gated treatments will be presented at the SEOR meeting.

Erik Hedlund, CEO, C-RAD AB:

"The expansion of our distribution network including also Spain and France is according to our plan to cover selected important markets. We are pleased to have signed agreements with well established partners in Spain and France and immediate activities has been started in order to speed up marketing activities in these two territories."

For further information:

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About C-RAD AB

C-RAD develops new and innovative solutions for the use in advanced radiation therapy. The company group of C-RAD offers products and solutions for patient positioning, tumor localization and radiation treatment systems. End users are radiation therapy clinics worldwide. All product development is conducted in three fully owned subsidiaries; C-RAD Positioning AB, C-RAD Imaging AB and C-RAD Innovation AB. C-RAD Imaging AB is located in Östersund while the other companies are located in Uppsala. Number of employees are currently 19 people. The activities in C-RAD AB originates in research and development at the Karolinska Institutet in Solna and the The Royal Institute of Technology in Stockholm. Sales of the company's first product, the C-RAD Sentinel™ started during autumn 2006. A co-operation agreement has been signed with the German company LAP. Distribution agreements has also been established for USA, Japan, Korea, China and Italy. C-RAD AB is a listed company on Aktietorget since 23 July 2007.