

Press release 2010-06-23



C-RAD is expanding the sales organization and the support to the North American market

C-RAD AB with its three fully owned subsidiaries is active in the field of radiation therapy. To further increase the market presence on the important US and Canadian markets C-RAD is starting up a representative office.

C-RAD is developing and marketing systems for use in radiation therapy to improve precision and effectiveness when treating patients. C-RAD Sentinel is a laser scanner system detecting the surface of the patient. C-RAD GEMini is based on the unique GEM technology to be used both as a diagnostic X-ray and a portal imaging device. Almost fifty percent of the potential market for these systems are in the US and Canada. USA has also become the most important market for sales of Sentinel systems.

To further increase sales and support to US and Canadian customers C-RAD has decided to open its own representative office in the US. Mr. Daniel O'Connell has been appointed regional sales manager for the North American market. He has a long experience in the field of radiation therapy and to work with customers both domestically and internationally. During last years he has as an application specialist been working nationwide and supporting international sales for the Elekta group.

Erik Hedlund, CEO, C-RAD AB:

"Based on sales in the US last 12 months, it is a natural to further invest in a C-RAD representative office. We are pleased to welcome Daniel O'Connell to our team. We expect, through his network and expertise, to further develop our presence in the region. Daniel will work closely with our distributors Radiation Oncology Systems and Acceletronics."

Daniel O'Connell, C-RAD regional sales manager North America:

"I am really excited to join the C-RAD team, enabling me to offer truly innovative, state-of the art solutions to the North American Medicine Market. It is a natural evolution following many years of successfully activities in both North America and internationally."

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. Numbers of employees are currently 19 people. The activities in C-RAD AB originate from research and development at the Karolinska Institutet in Solna. Sales of the company's first product, the C-RAD SentinelTM, started in 2007. Cooperation agreements have been signed with the Swedish company Elekta and the Belgian company IBA. C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD AB is since March 2010 listed at Nasdaq Omx First North Premier.