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C-RAD is starting up a company in Germany

C-RAD AB with its four fully owned subsidiaries are all active in the field of radiation therapy. A German subsidiary will be founded in Berlin. Peer Koltermann has been hired as C-RAD sales manager for German speaking countries.

Since the introduction, end of last year of the new Catalyst system there has, in the German speaking countries, been a growing interest for the C-RAD solutions. A first system has been sold and systems have been installed for clinical evaluation. The region is by far the largest in Europe. There are more than one thousand radiation therapy centers in Europe. About one third of them are located in the German speaking countries.

The new Catalyst™ system and the previously launched Sentinel™ system presents a complete product offering and tailored configurations can be offered based on customer requests. With this product portfolio is C-RAD the world leading company to offer optical surface tracking and monitoring systems for enhanced precision, patient safety and efficiency in advanced radiation therapy. C-RAD is today the only company offering a solution based on one unit that measures and monitors the patient and accessories throughout the complete treatment chain. The C-RAD GEMini imaging system is the only solution available on the market that can be used in X-Ray and as a portal imaging device.

Erik Hedlund, CEO, C-RAD AB:

"An important part of the C-RAD strategy is to increase direct sales and support to major market. A GmbH located in Berlin will be founded. Mr. Peer Koltermann will be in charge of the sales activities. Mr. Peer Koltermann has a long experience of sales in radiation therapy both in Germany and United States. Sales activities will start the first week in May "

Peer Koltermann:

"The decision to establish an office in Berlin, Germany is an important milestone for a successful strategy on the German Market. Local representation is the backbone for following success. I am more than happy to represent C-RAD and to actually establish our office in Germany. We'll make sure Catalyst™ is the system of choice."

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. C-RAD Incorporated located in Chicago IL. is responsible for sales on the North American market. Numbers of employees are currently 20 people. The activity in C-RAD AB originates from research and development at the Karolinska Institutet in Solna. Sales of the company's first product, the C-RAD Sentinel™, 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.