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## C-RAD Business Expansion in the Nordic Countries

**C-RAD has strengthened its sales force by hiring a new Sales Manager. At the same time C-RAD expands its product portfolio to customers and partners in the Nordic countries.**

Lars Göran Lilja has newly been hired as Sales Manager Nordic. His responsibility will be to develop and close sales projects with clinical customers and partners in Sweden, Denmark, Norway, Finland and Iceland. Kent Öbrink, who was responsible for this territory before, will focus his activities on C-RAD's European distributors as well as on the North American market.

Before joining C-RAD Lars had his own company, Limat HB, to distribute products in the field of radiation therapy. With his employment at C-RAD all ongoing business activities including sales projects will be handed over from Limat to C-RAD. Selected distribution agreements will be transferred.

Limat's radiation therapy product portfolio comprised solutions from different vendors within quality assurance and patient positioning. Limat was distributing competitive products to the Cyrpa lasers. This distribution agreement has been canceled.

In the Nordic countries C-RAD has a direct sales organization to sell C-RAD and Cyrpa products to clinical end customers and partners. To strengthen the position C-RAD is distributing products which are of strategic fit to the C-RAD offering.

Tim Thurn, CEO, C-RAD AB:

"I am glad to announce the employment of Lars Lilja. With him joining C-RAD we are benefitting in two fields: A sales manager with excellent market knowledge and high reputation among the customers is joining our team, but also the product portfolio which he brings into the group will increase our sales noticeable in the Nordic region"

Lars Göran Lilja, Sales Manager Nordic, C-RAD Positioning AB:

"I have been following C-RAD for some years now and have been impressed by the success of their products and the positive feedback from the hospitals in Nordic. I am looking forward to be a part of this work and to build up a strong company that can offer complete solutions for patient set-up and quality assurance."

### *About C-RAD*

*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 28 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 Sentinel<sup>TM</sup>, started in 2007. Cooperation agreements have been signed with the Swedish company Elekta, the US company Varian and the Belgian company IBA. C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD has founded three*



*companies for direct sales, C-RAD Incorporated in the US, C-RAD GmbH in Germany and C-RAD WOFE in China. C-RAD has invested in 29 % of the laser company Cyrpa and with an option to acquire the remaining 71 %. C-RAD AB is since March 2010 listed at Nasdaq Omx First North Premier. Erik Penser Bankaktiebolag is appointed as C-RAD's Certified Adviser.  
For more information on C-RAD, please visit [www.c-rad.com](http://www.c-rad.com).*

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The above information is price sensitive and must therefore be disclosed under the Securities Market Act (2077:528).