



Press release 2015-12-29

## **C-RAD signs sales and service agreement for Australia and New Zealand**

**C-RAD has signed a distribution agreement with Gamma Gurus Pty. Ltd. to market the C-RAD Sentinel and Catalyst product portfolio to customers in Australia and New Zealand.**

Gamma Gurus Pty. Ltd. was founded by Jason Beirne and Hans Feitz, who have long experience in distributing medical products used within radiation therapy. Service and application training will be provided by Gamma Gurus as well. Due to previous assignments the company is very familiar with sales and service of surface tracking solutions – such as the C-RAD Catalyst and Sentinel systems.

The Australian and New Zealand market has approximately 80 radiation therapy centers. Privately operated centers account for approximately half, with the remaining half being government-operated. C-RAD already has a footprint in the region with the installation of two Sentinel systems in Australia.

The business relation with the new distributor will be managed by the C-RAD team in Asia.

“Gamma Gurus are extremely pleased to be representing C-RAD in Australia and New Zealand,” says Jason Beirne, Managing Director of Gamma Gurus. “With the increasing trend towards stereotactic techniques and hypofractionation, the need for accurate patient positioning and target tracking is greater than ever. The C-RAD Catalyst and Sentinel systems provide elegant and proven solutions that have the ability to enhance the accuracy of treatment delivery for patients in Australian and New Zealand radiotherapy centers.”

“Australia and New Zealand are markets with high clinical standards,” says Tim Thurn, CEO of C-RAD. “With our new distributor we have the opportunity to give health systems there access to our industry-leading products for precision in advanced radiotherapy. After we strengthened our sales team in the Asia Pacific region in 2015 it was a strategic move to also expand to Australia and New Zealand. With Gamma Gurus we have found a distributor with excellent contacts within the radiation therapy community, and we welcome them into the C-RAD distributor network.”

### *About Gamma Gurus*

*Gamma Gurus brings over 50 years of experience in diagnostic imaging, radiation therapy and radioactive material management together in one place. Our goal is to provide unsurpassed solutions and service to our customers with a professional and hassle-free attitude. Our extensive network ensures that we will be able to source the best products from around the world to meet the needs of the local healthcare community. Our decades of local knowledge guarantee that suppliers and customers alike have the support to navigate the complex regulatory, logistics and technical nuances of the local markets.*

*For more information on Gamma Gurus, please visit [www.gammagurus.com](http://www.gammagurus.com).*

### *About C-RAD*





*C-RAD develops innovative solutions for use in advanced radiation therapy. The C-RAD group 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, all of which are located in Uppsala, Sweden. Employees currently number 40. C-RAD's business originates from research and development at Karolinska Institutet in Solna, Sweden. Sales of the company's first product, the C-RAD Sentinel™, started in 2007. Cooperation agreements have been signed with Elekta (Sweden), Varian (USA) and IBA (Belgium). C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD has established three companies for direct sales: C-RAD Inc. in the US, C-RAD GmbH in Germany and C-RAD WOFE in China. Cyrpa International SPRL, a Franco-Belgian laser company, is a wholly owned subsidiary whose operations are being integrated. C-RAD AB is listed on NASDAQ Stockholm. For more information on C-RAD, please visit [www.c-rad.com](http://www.c-rad.com).*

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