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Bill Dowd appointed president of US subsidiary C-RAD Inc.

C-RAD has appointed a dedicated manager for its North American operations. Bill Dowd will commence in the role of President of C-RAD Inc. on July 11, 2016.

Bill Dowd's business background has long focused on sales of high-end medical equipment. For the last ten years he has been working in the field of radiation therapy for the US subsidiary of Nucletron, later acquired by Elekta, as Vice President of Sales and Marketing. This followed an assignment at Eckert & Ziegler Bebig, Inc. where he was the CEO in charge of the entire US business including sales, service and production. He holds a Master of Business Administration as well as an MS in Biology.

The North American market, with approximately 2800 radiation therapy centers, accounts for almost half the global market. During 2015, with an increase in order intake of about 30 percent compared to the year before, North America became the strongest sales region for C-RAD.

"I am proud to assume responsibility for building up the North American operations of C-RAD," says Bill Dowd. "Our team looks forward to bringing our revolutionary technology to many more clinicians and their patients, who will benefit from targeted radiation therapy with minimum side effects."

"Over the last year North America became for the first time C-RAD's largest region in terms of order intake," says Tim Thurn, CEO of C-RAD. "This result underlines the importance of this market for us. We are committed to further develop our presence and to work with our US customers to show the same leadership in motion management that we have built up in Europe and are currently building up in Asia. With Bill Dowd we have a seasoned executive with profound experience and a well-established network in the field of radiation therapy. This will help us to further build our relations and to strengthen a local organization that is prepared for future customer needs."

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 43. 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



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The above information is price-sensitive and must therefore be disclosed under the Securities Market Act (2007:528).

