

News Release

Hitachi Aloka Medical, Ltd. and iVu Imaging Corp Announce Exclusive Agreement for Global Distribution of iVu's SOFIA Automated Whole Breast Ultrasound Scanner

Tokyo, Japan - March 30, 2015 - Hitachi Aloka Medical, Ltd. (Headquartered in Tokyo, Japan, President: Mr. Minoru Yoshizumi) and iVu Imaging Corporation announced the signing of an agreement making Hitachi Aloka Medical, Ltd. the exclusive global distributor of iVu's SOFIA system, an automated whole breast ultrasound scanner designed to enable the earlier detection of breast cancer in women with mammographically dense breasts. The agreement represents an expansion of the relationship between the companies based on the early success they have achieved in North America. "This agreement represents a dramatic acceleration of our ability to meet customer needs on a global basis and fills a need for both companies," explained Mark Stribling, CEO of iVu. "iVu gains an expanded sales channel and Hitachi Aloka Medical, Ltd. adds a solution to address a market that I believe is poised for significant growth over the next several years." Mr. Stribling went on to explain that the two companies have also found technological synergy that improves the performance of SOFIA. "By integrating Hitachi Aloka Medical's transducer technology into SOFIA, we have been able to overcome what is the single most limiting factor for the adoption of whole breast ultrasound: acquisition and interpretation times." Stribling said that this product change allows the acquisition of an entire breast volume in 52 seconds and an average image interpretation time of less than two minutes per case.

The agreement supports Hitachi Aloka Medical's global strategy of providing comprehensive and innovative ultrasound solutions for all applications and all stages of life, says Yukitoshi Kiyomura, Managing Director of Hitachi Aloka Medical, Ltd. "As part of our global strategy, we are continually looking for ways Hitachi Aloka Medical can respond rapidly to market needs in order to improve Women's Healthcare. The two companies' have combined their technologies in order to deliver best in class solutions for Breast radiologists and their patients. This

agreement is just the beginning. In addition to sales and marketing efforts, this collaboration will focus on developing new and innovative technologies for the earlier detection of breast cancer that will better meet the needs of women around the world.”

About Hitachi Aloka Medical, Ltd.

Hitachi Aloka Medical, Ltd. is a company established on April 1st, 2011 by integration between Aloka Co. Ltd. and the diagnostic ultrasound business of Hitachi Medical Corporation. As a member of the Hitachi group, we aim to continue leading the medical industry by pioneering ultrasound systems that have advanced the standard of real time imaging, delivering “ultrasound solutions clearly defined.”

About iVu Imaging Corporation

iVu Imaging Corporation is a Dallas Texas based medical device company that designs, manufactures, and sells its SOFIA Automated Breast Tomography systems to breast imaging centers around the world. Since 2008, iVu's SOFIA system has been enabling the earlier detection of breast cancer in dense breast patients. iVu Imaging Corporation is a privately held company. For more information regarding iVu Imaging, please call 423-895-3814 or visit www.ivuimaging.com

Contact:

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iVU Imaging Corporation

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