
Michelson Diagnostics Appoints Peter Senger as Country Manager Germany

Kent, UK, 13 April 2015 – Michelson Diagnostics, the UK based medical device company focused on multi-beam Optical Coherence Tomography ('OCT') technology, today announces the appointment of Peter Senger as Country Manager Germany, with immediate effect.

Peter, aged 46, has more than 25 years' experience in sales and marketing and over 15 years of commercial experience in the medical device industry in Germany, with a track record of building early stage businesses with new and disruptive technologies.

Most recently, Peter was Regional Business Manager at AngioDynamics, where he was instrumental in the introduction of the NanoKnife® System into Germany and helped to secure reimbursement for the associated procedures. Prior to this, Peter was Regional Sales Manager at Stryker Germany, a world-market leader in surgical instruments and endoscopy. Previously, Peter served as National Sales Manager at American Medical Systems Deutschland GmbH, where he oversaw the launch of the GreenLight™ Laser Therapy, the development and implementation of the market access strategy and building the sales and marketing team, leading to the successful growth of the business. Peter has also held senior sales positions at Haemonetics GmbH and Straumann GmbH. Peter holds a Master of Business Management and Bachelor of Technical Management from the Chamber of Commerce and Industry (CCI) in Germany.

Andy Hill, CEO, Michelson Diagnostics, said: *"I am delighted to welcome Peter to the Michelson Diagnostics team where he will be leading our sales efforts in Germany. Peter has a strong track record in growing early stage companies with innovative technology and he brings a wealth of sales expertise as well as valuable industry contacts and knowledge in this very important market for us."*

For further information

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Notes to editors

About the VivoSight OCT System and Michelson Diagnostics

Michelson Diagnostics develops, manufactures and markets the VivoSight multi-beam Optical Coherence Tomography ('OCT') scanner; a point-of-care, real-time tissue imaging device. The patented technology, which has CE/TGA regulatory-clearance and FDA 510(k) approval in the United States, provides clinicians with continuous images of the epidermis and superficial dermis of the skin that can be interpreted by a medical professional. Given the unprecedented image resolution and image quality, VivoSight OCT has many potential clinical applications beyond the initial focus in dermatology.

The Company's vision is for the VivoSight OCT system to become the standard-of-care for the non-invasive diagnosis and treatment monitoring of certain diseases and conditions that affect cutaneous and epithelial linings of the body. Michelson Diagnostics currently generates revenues from the first commercial application of VivoSight, in the diagnosis of non-melanoma skin cancer (NMSC).

VivoSight has regulatory approval in Europe, the USA and Australia, for use by trained clinicians in their assessment of the patient's medical condition. In March 2014, the Company presented top line finding of its Level 1 Clinical Evidence study conducted in Germany at the 72nd Annual Meeting of the American Academy of Dermatology in Denver, Colorado, USA. The prospective, multi-centre 250 patient study showed statistically significant performance of the VivoSight system as compared to the current standard of care. VivoSight is currently sold in Germany where the scans are reimbursed for patients with private healthcare insurance. Further clinical studies are presently being conducted at leading centres in the United States.

The Company, based in Orpington, Kent, was founded in 2006 and has 18 employees, and has offices in Germany and USA. It is supported by a syndicate of Venture Capital, corporate and private investors including funds managed by Octopus Investments, T.J. Smith and Nephew Limited, Catapult Ventures and Angel Investors.

For more information about Michael Diagnostics and the VivoSight system, see www.michelsondiagnostics.com and www.vivosight.com.