



## **Aurora Imaging Technology Adds System at UMass Memorial Medical Center**

*Aurora Breast MRI Elevates Breast Care Services at UMass Memorial Center*

**NORTH ANDOVER, MASS. – December 14, 2006** - Aurora Imaging Technology Inc. and UMass Memorial Health Care announce installation of the Aurora® 1.5T Dedicated Breast MRI System at UMass Memorial Medical Center in Worcester, Massachusetts.

UMass Memorial Medical Center offers a complete range of diagnostic, evaluation and treatment services for routine breast screenings and treatment of breast disease – making it the leading provider of women’s breast care in central and western Massachusetts. The Aurora System, a diagnostic technology used specifically for imaging the breast, further enhances the breast care services currently available.

“The Aurora Dedicated Breast MRI System adds to our complement of diagnostic and treatment services for overall breast health,” said Dr. Walter H. Ettinger, president of UMass Memorial Medical Center. “This addition to our breast center ensures that women in central New England have the best options available for routine breast screenings, evaluation and treatment of breast cancer.”

As a disease that affects nearly one in seven women in their lifetime, breast cancer is viewed as the biggest threat to women’s health[1]. While self-breast exams and regular screenings help women in identifying breast irregularities, there is an unquestionable need for advanced diagnostic imaging techniques, such as MRI, for women who have breast cancer as well as for women at high risk of developing breast cancer.

“The addition of the Aurora System further enhances the breast care services offered by UMass Memorial Medical Center,” said Olivia Cheng, president and CEO of Aurora Imaging Technology. “The presence of a truly dedicated breast MRI system sets UMass Memorial apart from other breast care providers in Central Massachusetts.”

The Aurora System is the only FDA cleared MRI system designed specifically for breast imaging and optimized for breast imaging and interventional procedures. Some of the distinguishing features of the Aurora System include: 1) coverage of both breasts, the chest wall and bilateral auxiliary lymph nodes; 2) a patient-handling table that provides patient comfort and procedural utility; 3) a fully integrated Interventional System for MRI guided biopsies and localization.

The Aurora System is designed to be located within the breast care center where it is readily available to specialized physicians and their patients. As a diagnostic imaging tool, the Aurora® 1.5T Dedicated Breast MRI System with 3-D Bilateral SpiralRODEO™ is ideal for a wide range of indications in breast disease management including, but not limited to:

---

- Detecting or excluding the existence of cancer in high risk women
- Characterizing mammographically detected abnormalities
- Determining the extent of cancer for treatment planning
- Detecting occult cancer
- Evaluating patients for residual disease following surgery
- Monitoring cancer response and the extent of residual disease after neoadjuvant chemotherapy
- Evaluating implant integrity and detecting cancer in women with breast augmentation

The Aurora Breast MRI of Central Massachusetts is located at 67 Belmont Street, adjacent to the Memorial Campus of UMass Memorial Medical Center.

**About Aurora Imaging Technology, Inc.**

Aurora Imaging Technology, Inc. ([www.auroramri.com](http://www.auroramri.com)) is a private company based in North Andover, Massachusetts committed to expanding the fight against breast cancer. Aurora strives to manufacture the highest quality and most cost-effective breast MRI solutions and partners with a growing number of the nation's finest breast care centers to provide the ultimate in the detection, diagnosis, biopsy and treatment of breast cancer. The Aurora System is in clinical use at a growing number of leading breast care centers in the US, Europe and Asia.

**About UMass Memorial Medical Center**

UMass Memorial Health Care ([www.umassmemorial.org](http://www.umassmemorial.org)) is Central Massachusetts' largest not-for-profit healthcare delivery system, covering the complete healthcare continuum with UMass Memorial Medical Center, its academic medical center, member and affiliated community hospitals, freestanding primary care practices, ambulatory outpatient clinics, a long-term care facility, home health agencies, hospice programs, a rehabilitation group and mental health services. UMass Memorial is the clinical partner of the University of Massachusetts Medical School.

**Media Contact:**

Aurora Imaging Technology  
Debbie Thomas, VP Marketing  
978-975-7530 ext. 4334  
[dthomas@auroramri.com](mailto:dthomas@auroramri.com)

UMass Memorial  
Alison Duffy, Public Affairs and Publications  
508-856-2000  
[alison.duffy@umassmed.edu](mailto:alison.duffy@umassmed.edu)