



March 29, 2007 06:00 AM Eastern Daylight Time

Aurora Breast MRI Well Poised to Help Meet Increased Demand for Breast MRI Screening of High Risk Patients Per New Guidelines from American Cancer Society

Only FDA Cleared Breast MRI System Specifically Designed for Breast Imaging Able to Scan Higher Patient Volumes Without Competing for Scan Time on Whole-Body MRI Systems

ANDOVER, Mass.--(BUSINESS WIRE)--In response to the American Cancer Society's newly established breast cancer screening guidelines announced yesterday, Aurora Imaging Technology, Inc., manufacturer of the only Food and Drug Administration (FDA) cleared MRI system specifically designed for breast imaging, announced today that its network of Aurora® 1.5T Dedicated Breast MRI System users are ready and well poised to help meet the increasing demand for MRI screening of women at high risk for breast cancer.

With systems installed in more than 23 locations throughout the U.S., Europe and Asia, Aurora's confirmed installation schedule already is heavily booked through the remainder of this year, nearly doubling Aurora's install base. The company recently launched aggressive expansion plans further increasing manufacturing to accommodate the growing demand for Aurora Breast MRI Systems worldwide.

"While the response to yesterday's news may create a sudden surge of demand for breast MRI, our Aurora users have already seen a rapid growth in patient demand attributed to the proven clinical benefits of this technology for their patients," said Olivia Ho Cheng, president and CEO of Aurora Imaging Technology. "Aurora users are dedicated breast radiologists who deal exclusively in breast imaging. The vast majority have been experiencing an ongoing increase in patient volumes and many are considering a second Aurora System just to keep up with patient demand."

Physicians who are concerned about meeting the increased demand for breast MRI and best serving their patient population often express frustration with the need to share a whole-body MRI system among multiple hospital sections. Utilization of a truly dedicated breast MRI system like Aurora's offers obvious advantages in terms of having the capacity to more quickly screen the estimated 1.4 million women designated as being "at high risk" for developing breast cancer. With an average patient scan time of less than 20 minutes, Aurora Breast MRI Systems easily handle 15-20 patients each day.

"In expanding UCI's Breast Imaging Center, we wanted to include breast MRI because of its ability to provide a high image detail for detection of early cancers," said Stephen A. Feig, M.D., director of breast imaging, department of radiology, University of California, Irvine Medical Center. "We selected the Aurora Breast MRI System because it met the unique demands of breast imaging. It allowed the overwhelming patient convenience that only a dedicated breast MR system can provide. Women fearful of breast cancer want answers and action quickly. With

the Aurora system, we're able to examine many more patients than if we were sharing a whole-body MRI unit with other sections of our department. Use of a dedicated breast MR system means faster diagnosis and treatment.”

About Aurora Imaging Technology, Inc.

Aurora Imaging Technology, Inc. (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 rapidly growing number of leading breast care centers in the U.S., Europe and Asia. To find an Aurora System in your area, visit www.auroramri.com.

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