



PRESS RELEASE

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PENRAD EXPANDS MARKET LEADERSHIP AND ADDS HEALTHCARE AND MEDICAL DEVICE VETERAN

Minnetonka, MN, April 27, 2011 – PenRad, leader in medical image and information management, today announced the addition of a healthcare and medical device veteran, Dan Bickford. Bickford joins senior management team as Executive Vice President of Sales and Business Development for strategically advancing PenRad's market leadership.

"We are pleased to have Dan join our team as we move forward with our total, integrated and affordable solution for image and information management. In 2011, PenRad products grow beyond mammography information management and Dan's experience will help us capitalize on our opportunities before us," said Greg Gustafson, president and CEO at PenRad.

Prior to joining PenRad, Bickford was Co-Founder and Executive Vice President at Confirma, now Merge Healthcare. While at Confirma, Bickford led the organization to delivering the first MRI-CAD system, CADstream®, to the industry and establishing the largest market share presence. Additionally, during Bickford's tenure at Confirma, CADstream was named the "Standard of Care in MRI-CAD for Breast MRI" by Frost and Sullivan. Bickford has held senior sales and marketing positions with NexCura, Inc., ESC Medical Systems and NeoPath. He has successfully developed new markets in women's health, medical imaging and oncology, and received numerous awards for his marketing, communications and sales programs from organizations, such as the Rx Society, Biomedical Marketing Association and the Public Relations Society of America.

"PenRad is well positioned with its robust product portfolio as the complete provider for improved workflow, quality and revenue in image and information management," said Dan Bickford, EVP, sales and business development at PenRad. "I am thrilled to be joining the PenRad team as we advance the business into a stronger leadership position."

About PenRad

Founded in 1995, PenRad's suite of products provides a complete solution to enhance workflow, quality and revenue in image and information management. Designed flexible and for easy integration, PenRad products include a web-based multi-modality workstation, computer-aided visualization and analysis for MRI and CAD for ultrasound, and information systems for fast and reliable interpretation, reporting, tracking and management of clinical data. Whether integrating with existing infrastructure or providing a complete solution, PenRad partners with customers to optimize workflow. PenRad MIS is the KLAS 2010 MIS Category Leader -- third consecutive year.

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