

**PRESS RELEASE**  
**November 4, 2003**



**FOR IMMEDIATE RELEASE**

**CONTACT** Meghan Mitchell  
206/778-6218  
mmitchell@confirma.com

**CONFIRMA PROMOTES THREE KEY PLAYERS FURTHER STRENGTHENING EXECUTIVE LEADERSHIP**

**Kirkland, WA – November 4, 2003 – Confirma, Inc.**, a leading provider of computer-aided-detection (CAD) for medical imaging applications, today announced the promotions of Dan Bickford to vice president of sales and marketing, Chris Wood to vice president of research and development and Mary Gatewood to director of marketing. The recognition of the executive management team comes one year since the company's debut product, CADstream™ for breast MRI, was introduced as market acceptance and installed base continue to increase.

"Dan, Chris and Mary have been instrumental since Confirma's inception in the successful development, launch, promotion and sales of CADstream and they will continue, in more senior roles, to have a strong impact on the long-term success of Confirma," said Max Lyon, president and CEO of Confirma, Inc. "As CADstream continues to gain acceptance in the radiology community, we are finding more and more opportunities to apply computer-aided-detection systems to a variety of complex medical imaging studies. These staff promotions demonstrate the Board's confidence that these leaders, along with their teams, will continue to identify opportunities to improve diagnostic imaging workflow and efficiencies."

Dan Bickford, prior to joining Confirma, held senior sales and marketing positions with NexCura, Inc., ESC Medical Systems and Neopath (now Tripath). He has successfully developed new markets in women's health, medical imaging, oncology and cosmetic surgery. He has 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. He earned a bachelor of science in Biochemistry and Molecular Biology from Western Washington University in Bellingham, Washington.

Prior to joining Confirma, Chris Wood held various senior management positions with Picker International (now Philips Medical Systems) and Siemens Medical Systems. He has been involved with product development for the post-processing of medical images in CT, nuclear medicine, ultrasound and magnetic resonance imaging. Wood holds a graduate degree in Physics from the University of South Florida in Tampa, Florida.

*More...*

## **CONFIRMA PROMOTES THREE KEY PLAYERS**

### **Page 2**

Prior to Confirma, Mary Gatewood held marketing positions at Pointshare (now Siemens Medical Solutions) and Ostex International. Her marketing experience in medical device and medical information companies has focused on introducing new technologies, branding and positioning, managing corporate partnerships and creating medical education programs. Gatewood earned a bachelor of arts in International Affairs from Eastern Washington University in Cheney, Washington.

CADstream is a computer-aided-detection system that automates the processing of data-intensive magnetic resonance imaging (MRI) studies and assists radiologists in the interpretation of these studies. Confirma launched CADstream in November 2002 and began shipping in January 2003. The first application of CADstream is in breast MRI, which is performed to determine extent of disease (staging), evaluate surgical margins and monitor response to treatment. Breast MRI was also recently recommended by the American Cancer Society as an adjunct to mammography for patients known to be at high risk for breast cancer.

Confirma continues to outpace projected sales with installations across the U.S., and has already significantly upgraded the product to include 3D images and other new features. The company will be exhibiting at the Radiological Society of North America (RSNA) meeting in Chicago, Illinois, November 30 - December 5, 2003 at the McCormick Place Convention Center (Hall A, Booth 1965).

### **About Confirma, Inc.**

Confirma, Inc. develops and markets computer-aided-detection (CAD) systems for medical imaging study analysis. Confirma's product, CADstream, is the first CAD system designed for MRI. CADstream provides higher quality imaging studies, lower costs for radiology practices and improved communication tools for physicians and patients. While in its initial application, CADstream is being used to assist in the analysis of breast MRI; the company plans future applications in other medical imaging studies. Confirma was recently awarded the 2003 Entrepreneurial Company Award by Frost & Sullivan for its innovative CAD technology. For more information, visit [www.confirma.com](http://www.confirma.com) or call 877/976-1226.

###