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### ***IVDiagnostics, Inc. Named Top 50 Innovator at the NY Venture Summit***

Valparaiso, IN and New York, NY – July XX, 2011 – IVDiagnostics, Inc., a biomedical technology company focused on bringing innovative new diagnostic technology to assist physicians with earlier detection of cancer and other blood borne disease, announced today that it was selected as a Top 50 Innovator at the New York Venture Summit held in New York City.

The New York Venture Summit, presented by youngStartup Ventures, is the premier industry gathering where cutting-edge startups meet top venture capitalists, angel investors, corporate VCs and investment bankers. Joe Benjamin, Founder & CEO of youngStartup Ventures, stated that "IVDiagnostics exemplifies a biomedical technology company considered a Top 50 innovator."

IVDiagnostics presented its novel approach in monitoring and diagnosing cancer in order to address the global cancer market. The Company has developed a unique platform for a low-cost, CTC (circulating tumor cell) scan that is *in vivo* – without taking blood.

Frank Szczepanski, IVDiagnostics President & CEO, stated, "The Company is in a select group of outstanding innovators representing healthcare and biotechnology. IVDiagnostics was formed to develop effective molecular diagnostic tools for oncologists and pathologists. With the ability to monitor and diagnose circulating tumor cells, clinicians will be able to better determine prognosis of blood-borne diseases and prescribe personalized medicine."

Byron Hewett, Executive Chairman of BioBehavioral Diagnostics Company, and a fellow Top 50 Innovator, commented, "I congratulate IVDiagnostics for its efforts in developing an *in vivo* platform technology. IVDiagnostics' platform holds promise for monitoring CTCs in cancer patients and offers a dynamic tool for clinicians to use on a regular basis to determine effectiveness of therapy."

Richard Woodward, Ph.D., CEO of Vascular Magnetics, Inc., similarly commented: "Being an inventor in the application of nano-particles, I can see the practical use of

IVDiagnostics platform for regular scanning of circulating tumor cells in cancer patients and future therapeutic applications."

The Company's medical advisory board has renown leaders from across the country which include: Dieter Enzmann, M.D., head of radiology at UCLA Medical School; and N. Joseph Espat, M.D., co-chair, surgical oncology at Roger Williams Medical Center in Rhode Island.

IVDiagnostics has also been selected by the World Future Society (WFS) as a Beta Launch Futurist. The WFS is an international organization focused on applications and solutions that address global challenges.

**About IVDiagnostics, Inc.**

IVDiagnostics, Inc. is a biomedical technology company focused on bringing innovative new diagnostic technology to assist physicians with earlier detection of cancer and other blood borne diseases. The Company has completed a preclinical trial and intends to proceed with a pilot clinical trial upon FDA approval. IVDiagnostics is an Indiana based company with offices in West Lafayette and laboratories in Valparaiso. The Company is a past recipient of a SBIR grant and matching grant from the Indiana Economic Development Corporation.

For additional information on the company, visit: [www.ivdiagnostics.com](http://www.ivdiagnostics.com).



*Frank Szczepanski, CEO of IVDiagnostics, presenting at World Future Society annual conference in Vancouver, British Columbia.*



*New York Venture Summit was held in the Financial District in NYC on July 20-21, 2011.*