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FOR IMMEDIATE RELEASE

Invivo Wins Medical Design Excellence Award for Prostate Solutions

Pewaukee, WI - On June 9, 2010, Invivo was recognized with a 2010 Gold Medical Design Excellence Award (MDEA) for its DynaCAD for Prostate and DynaTRIM (Trans-Rectal Interventional MRI) clinical solutions. The MDEA awards ceremony took place last month in New York City's Jacob K. Javits Convention Center where gold and silver winners were honored.

Invivo's DynaTRIM is the first commercially available fully MRI-compatible interventional device for Trans-Rectal Interventional MRI of the prostate gland. A removable device, DynaTRIM is designed to affix to an MR imaging table with an open design that allows for flexibility in coil choice and a cleanable foam pad for extra patient comfort. Invivo's DynaCAD for Prostate solution provides physicians with a comprehensive, customizable set of advanced visualization tools for performing real-time analysis of prostate MRI studies.

The pairing of DynaCAD for Prostate with DynaTRIM then enables a physician to conduct targeted MRI interventions of suspicious areas within the prostate gland, reducing the number of cores acquired during biopsy. "The better the sample, the more uniformity in diagnosis and inter-observer variance," explains Dr. David B. Kaminsky of Palm Springs Pathology Services. "I have personally witnessed the calm reception of the patient during set-up and biopsy procedure which cultivates the patient's participation in navigating his illness and reduces anxiety to foster compliance with the technique," he adds.

Bernadette Greenwood, Prostate Product Manager at Invivo adds, "The synergistic integration of two commercially available technologies is demonstrated illustrating the potential for fast, safe, and effective minimally invasive MR-guided prostate intervention. We are honored to be recognized for our prostate MR analysis clinical solutions by the MDEA, the premier awards program for the medical technology community."

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The Medical Design Excellence Awards competition (www.MDEAwards.com) is organized and presented by Canon Communications LLC (Los Angeles) and is the only awards program that exclusively recognizes contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions that improve healthcare delivery and advancements from traditional medical attitudes or practices. Additional variables taken into account include the assessment of features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges so that the product meets its clinical objectives.

A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine and diagnostics.

Invivo is proud to receive such a prestigious award for its excellence in medical design. Invivo has an over 20-year history as the pioneer of progressive MRI coils, advanced clinical visualization systems, and MRI-compatible interventional devices. The Company prides itself on successfully developing and manufacturing high-value-added medical instruments that enhance MR image quality, improve physicians' diagnostic confidence and patients' health care experience. For more information please visit www.invivocorp.com.

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