

Contact: John Wilkie
Invivo
262.524.1402
jwilkie@invivocorp.com



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Invivo and Bracco Imaging Canada join forces to launch new Canadian sales network

Gainesville, Fla. August 1, 2010 – Invivo, a worldwide leader in the development and manufacture of solutions for medical diagnostic imaging facilities, announces today an agreement with Bracco Imaging Canada, as its exclusive distributor for Invivo products in the Canadian market. This will be effective as of 1 August 2010.

“It is extremely important for Invivo to identify a partner that shares the same goals as Invivo and has the ability to provide our customers with a first class service, support and distribution network”, said Jeff Chiprin, Invivo sales director, North America. “Bracco Imaging Canada clearly fits the criteria we identified to promote our Invivo line of innovative solutions for diagnostic imaging facilities. Our relationship with Bracco Imaging Canada will allow Invivo to better serve our customer base and move the business forward in this key strategic market”, he added.

The Invivo name is well established in magnetic resonance imaging (MRI), thanks to long history in development of innovative RF coils, advanced image visualization systems, and MRI patient vital signs monitoring products. The company’s reputation as an established developer and supplier of a broad range of high performance medical imaging products helped Invivo to forge this valuable relationship with Bracco in Canada.

The distribution agreement between Invivo and Bracco Imaging Canada demonstrates their joint commitment to making the best products available to imaging centers, Acute Care facilities and radiology professionals in Canada. Invivo will complement Bracco’s portfolio of contrast media and medical devices for gastrointestinal (GI) radiology, broadening Bracco’s portfolio of MR diagnostic imaging products in Canada. “Bracco Imaging Canada is delighted to have partnered with Invivo in Canada,” commented Patrice Plourde, director Marketing-Medical Imaging, Bracco Imaging Canada. “The Invivo portfolio of imaging products complements our existing portfolio of high quality products for our customers through our established sales and service network”. MR Imaging customers in Canada may now contact Bracco for all of their Invivo diagnostic imaging needs.

About Bracco Imaging Canada: Bracco Imaging Canada, a member of Bracco S.p.A, is a world leader in the supply of contrast media. Founded in 1927 by a family of the same name who has been running the company for three generations, Bracco now heads an integrated international group that is a world leader in comprehensive solutions in the diagnostic imaging field. The Bracco Group is composed of 6 independent companies located in Europe, Asia, Canada, Mexico and the United States.

In April 2008, the Bracco Group acquired EZEM Inc., a leader in the development and manufacture of contrast agents for the digestive system and automated CT and MRI contrast injectors. On January 1,

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2010 the EZEM Inc. and Bracco Diagnostics Canada started doing business under the name Bracco Imaging Canada. Bracco Imaging Canada offers Canadian customers an extensive product portfolio covering several imaging modalities, which reflects Bracco's commitment to providing the most effective and innovative products and services. For more information on Bracco Imaging Canada, please visit www.bracco.com.

About Invivo: Invivo is a pioneer in innovative RF coils, Advanced Image Visualization Systems, MRI-compatible interventional instruments to increase MR image quality and analysis. Invivo is also the world leader in MRI patient vital signs monitoring. Invivo draws on its financial strength, operational excellence and technical leadership in the market of Magnetic Resonance Imaging (MRI), as well as its expanding businesses within Medical Devices. The Company has more than 30-year history as a successful developer, manufacturer and marketer of high-value-added medical devices. For more information, visit www.invivocorp.com.

Press contact: John Wilkie Phone: +1 262 524-1402 e-mail: jwilkie@invivocorp.com