



Empowering Oncology Decisions

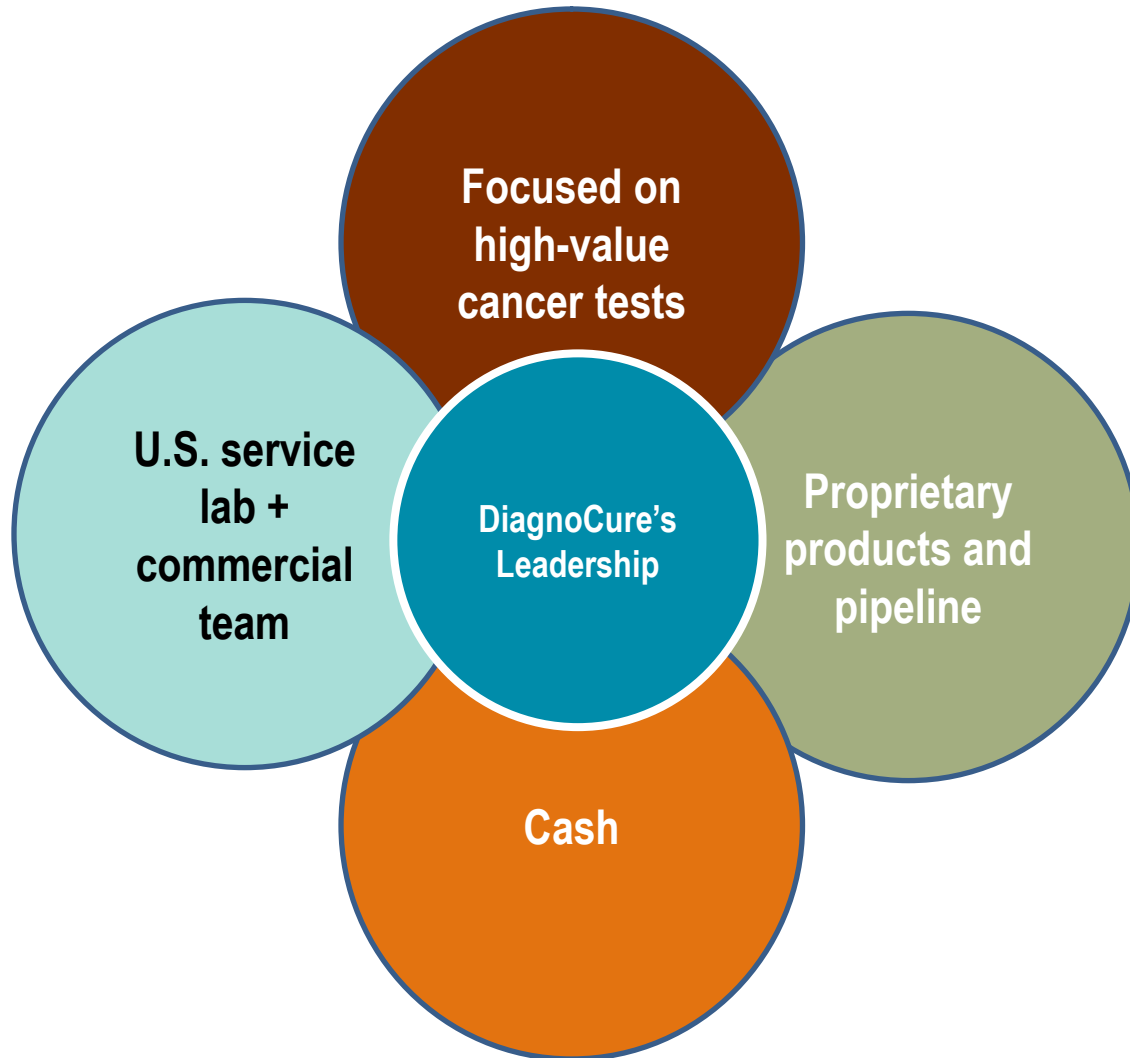
DiagnoCure is a life sciences company commercializing high-value cancer diagnostic tests and lab services that increase clinician and patient confidence in making critical treatment decisions

BIOCONTACT PRESENTATION
OCTOBER 7TH, 2009

SAFE HARBOUR STATEMENT

The statements made in this presentation or in response to questions that are not historical facts are forward-looking statements that involve risks and uncertainties, including but not limited to: risks associated with the uncertainty of product development and commercialization; the impact of competitive products; intellectual property; the risk of unanticipated delays in research and development efforts; the risks and uncertainties associated with the regulation of our tests; our ability to obtain capital when needed; our history of operating losses; and other risks and uncertainties, including those detailed from time to time in periodic reports, including the Annual and Quarterly Reports filed by DiagnoCure with the Canadian Securities Regulatory Authorities.

OUR BUSINESS MODEL



LIFE SCIENCES

PHARMA /BIOTECH VS. DIAGNOSTICS

Pharma/
Biotech

Diagnostics

REGULATORY

Win or lose	Approval (strength of claims)
Large prospective clinical studies	Small retrospective & Analytical studies
Phase I, II, III	CLIA Lab or FDA IVD (510k or PMA)

VALUE PROPOSITION

New proprietary drug	New test (diagnostic) proprietary
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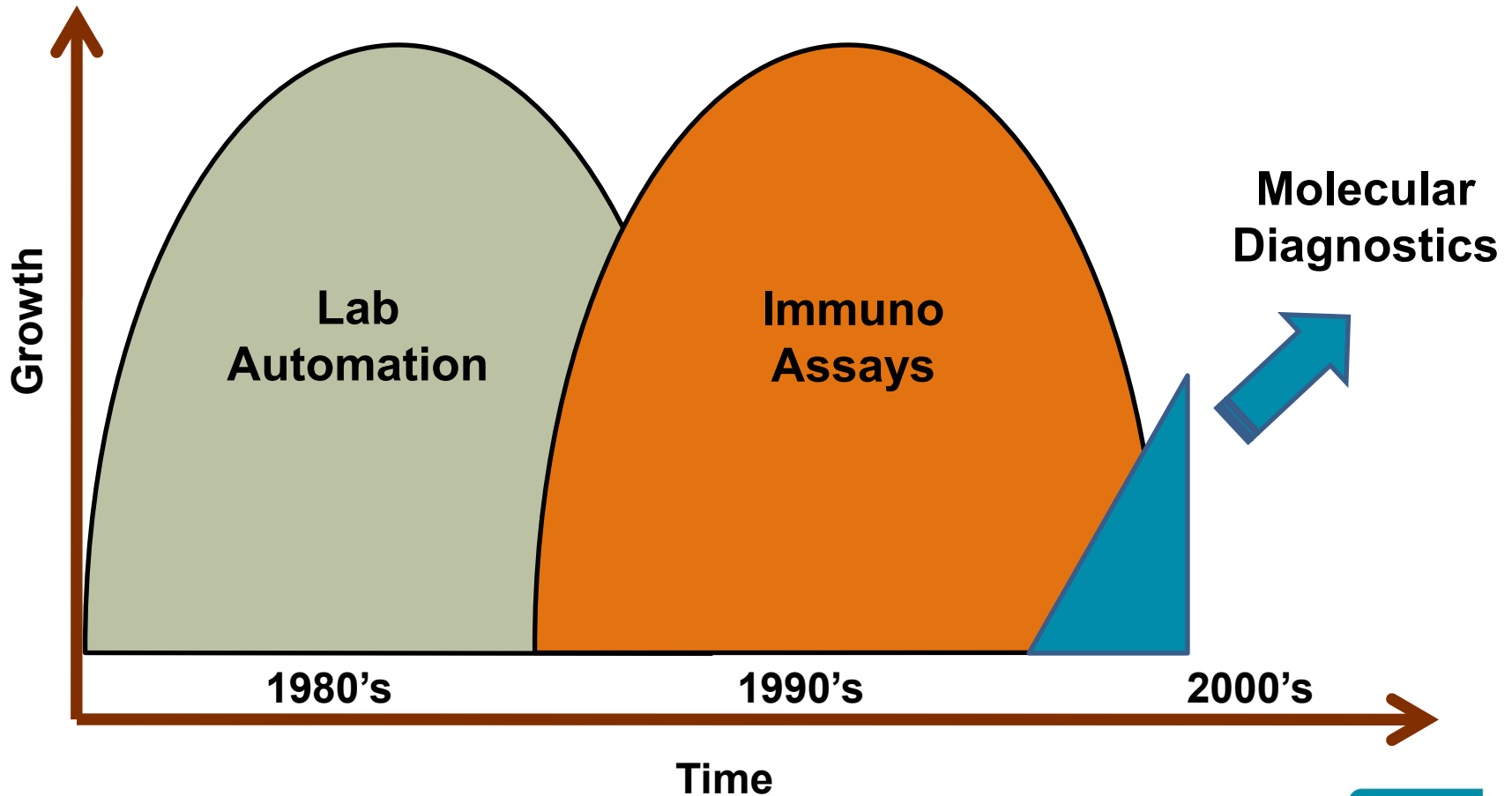
PICKING WINNERS

Phase III trial	The need: payers, patients, physicians
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EXIT STRATEGY

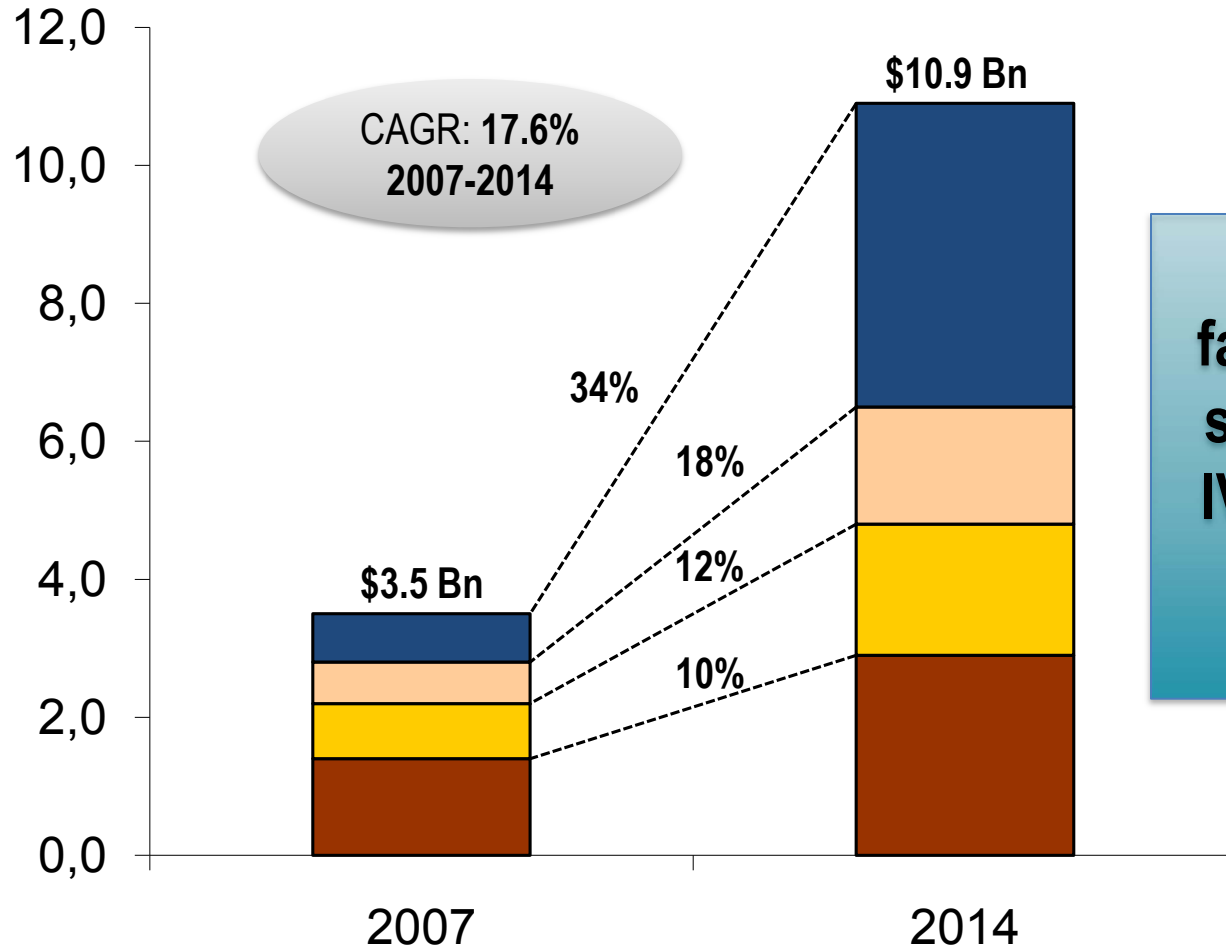
Pharma acquisition	Acquisition
	Commercialization / Partnership

3RD WAVE OF DIAGNOSTIC TESTS

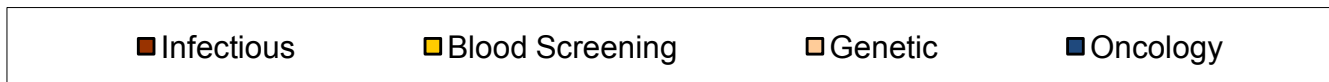


OUR SPACE

THE WW MDX MARKET (\$BN) (NOT INCLUDING INDUSTRIAL AND RESEARCH AREAS)

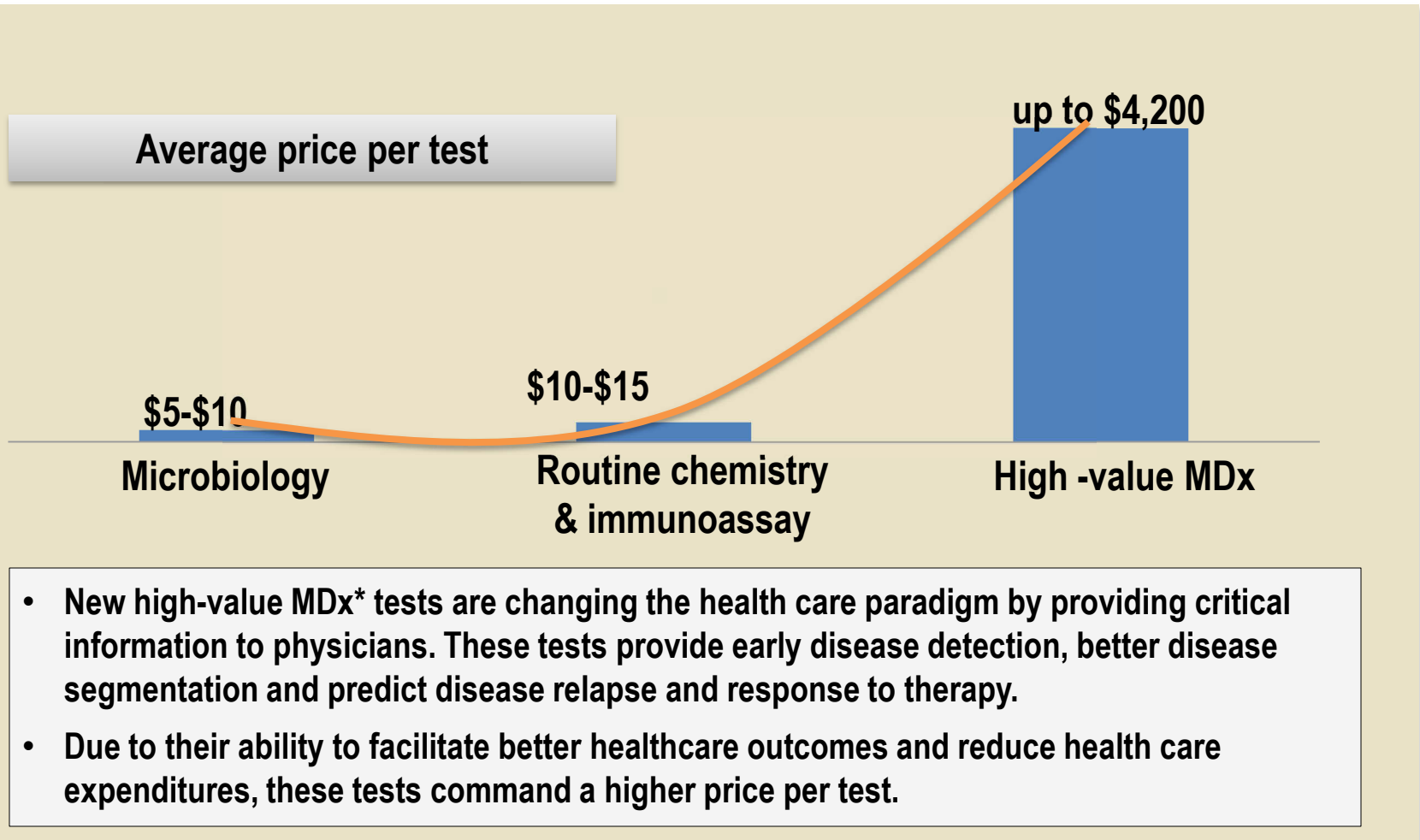


MDx is the fastest growing segment of the IVD market, led by oncology (34% CAGR)



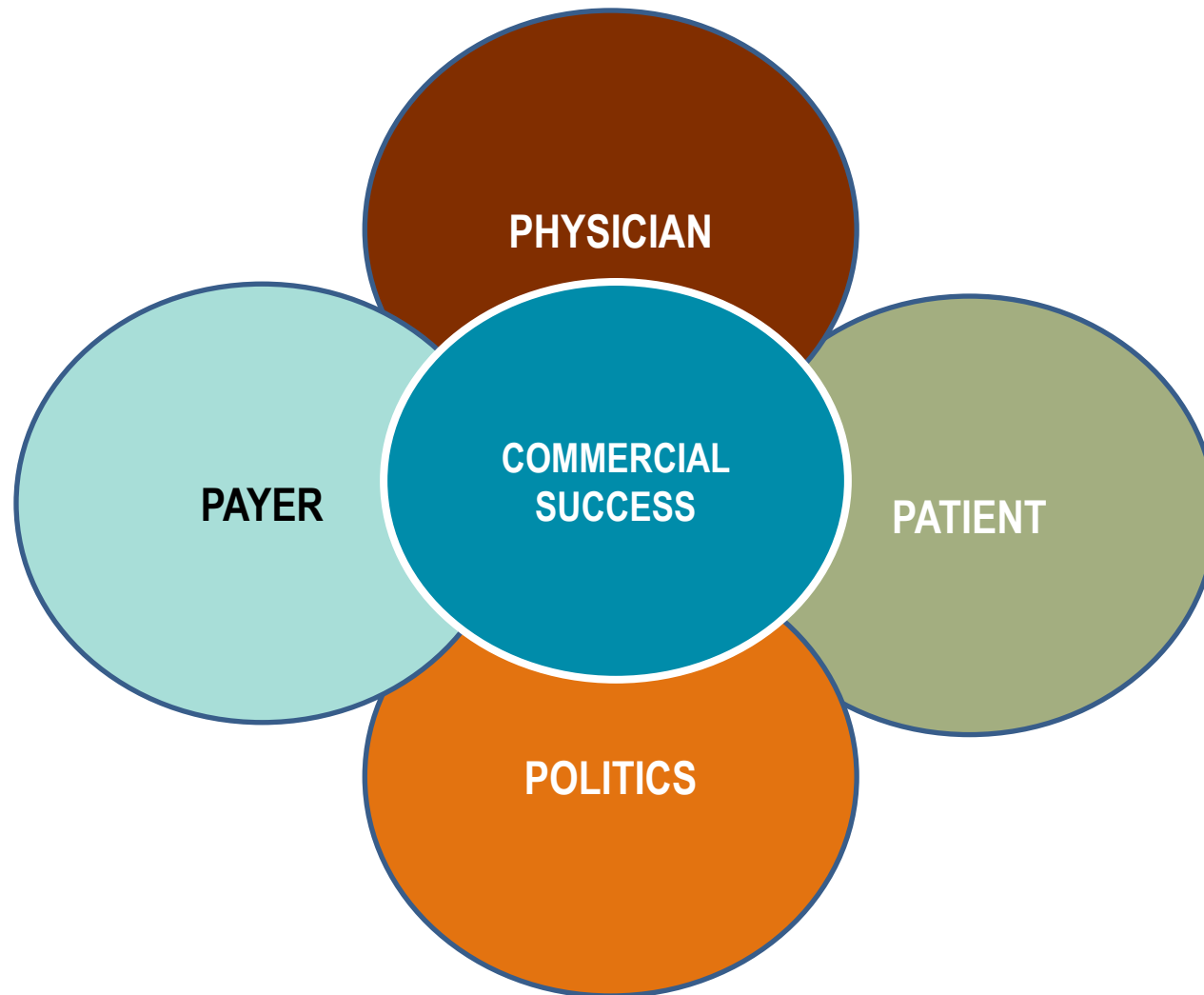
OUR SPACE

VALUE OF MDX VS. TRADITIONAL DIAGNOSTICS



Source: TSG Partners; Scientia Advisors

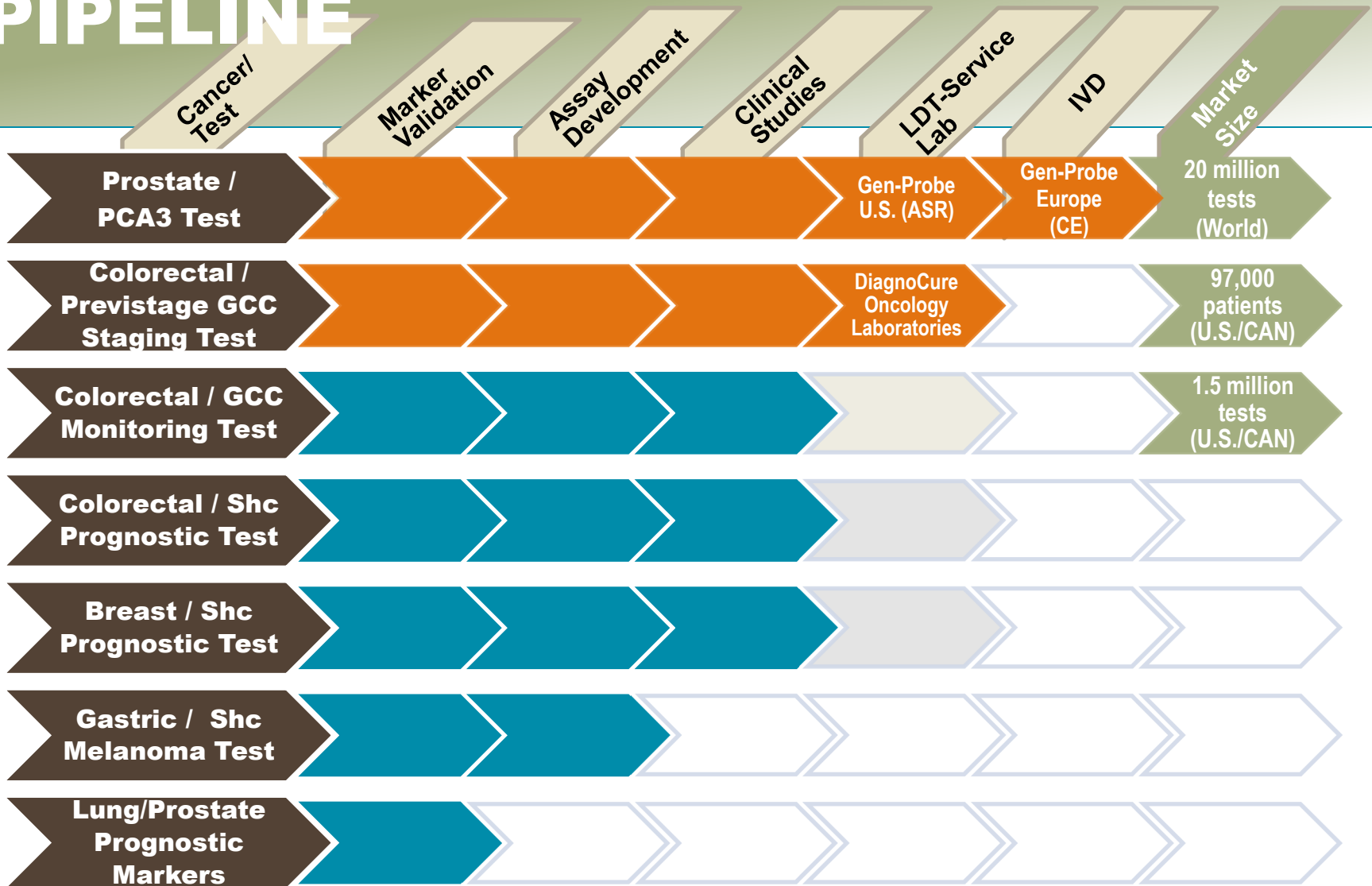
THE 4 Ps OF MDx SUCCESS



COMPANY OVERVIEW

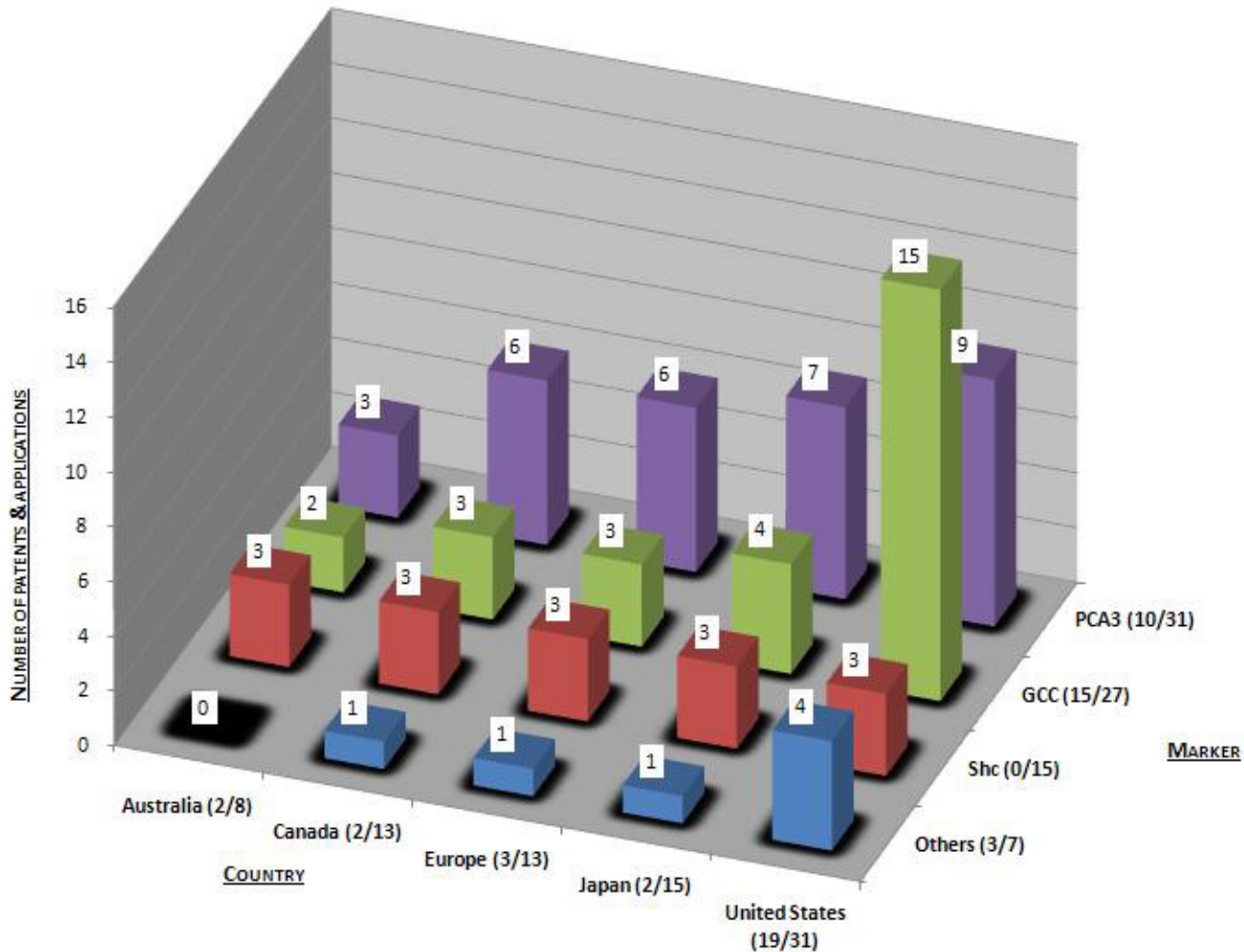
- **TSX-listed company with U.S.-based commercial operations**
 - Head office and development lab in Canada:
35 employees
 - Clinical lab and commercial operations in the U.S.A.:
15 employees
- **Proprietary oncology molecular diagnostic portfolio**
 - 28 issued patents; 52 pending applications
- **Royalty-generating partnership with Gen-Probe**
 - Progen[®] PCA3 assay for prostate cancer
- **Recently launched Previstage™ GCC colorectal cancer staging test from own CLIA laboratory in the U.S.A.**
 - New distributor in the UK (Lab21)
- **Experienced senior management team**
 - Abbott, Becton Dickinson, Baxter

PIPELINE



Marketed products plus a strong and balanced pipeline with short-, mid-, and long-term opportunities

PATENT PORTFOLIO



Parentheses = (number of issued patents / total number of patents & applications)

PCA3
FOR PROSTATE CANCER
LICENSED TO GEN-PROBE INC.

THE PROSTATE CANCER DILEMMA

The Problem:

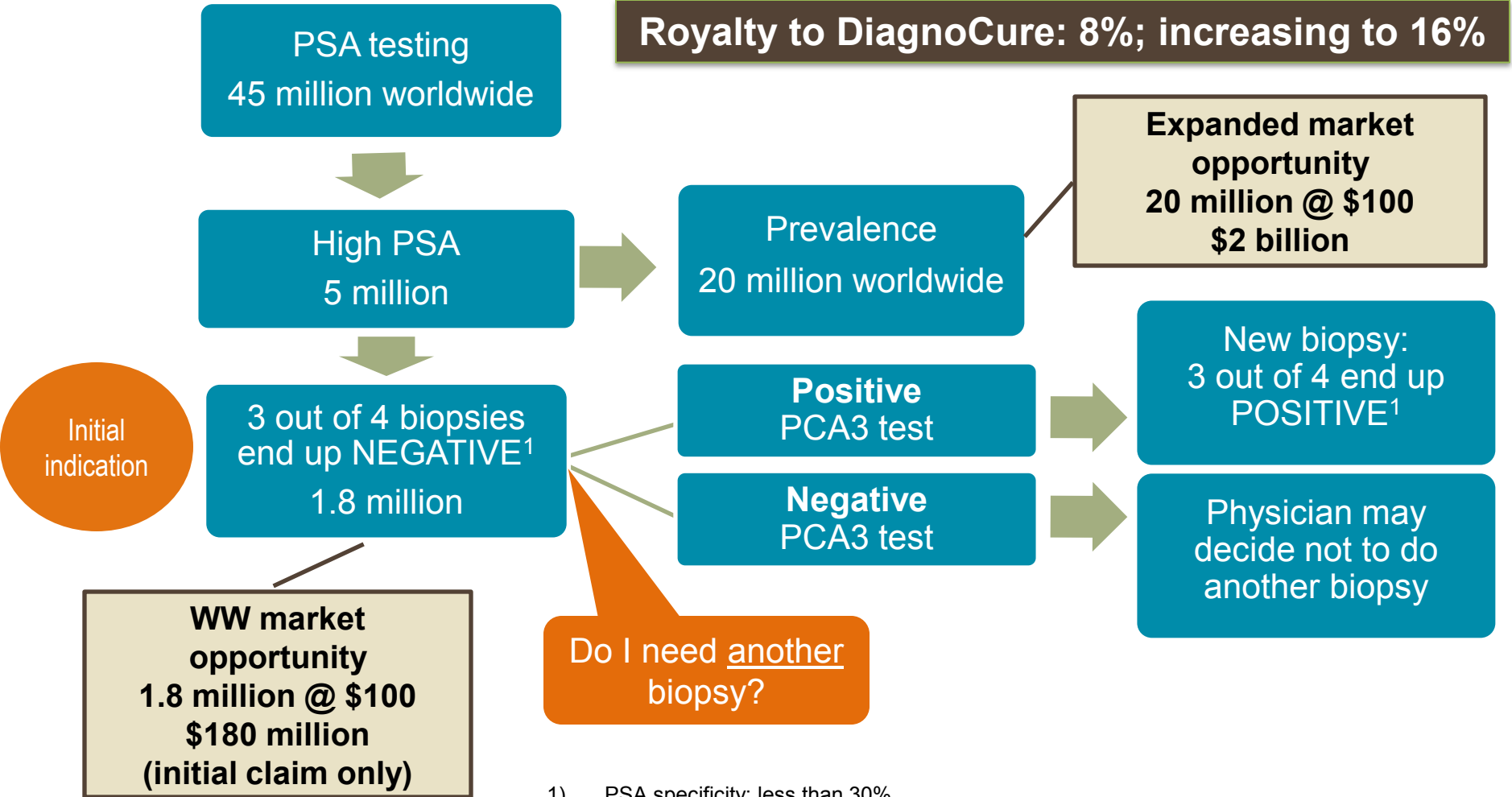
- **Serum PSA: a standard test for screening Prostate Cancer is not specific!**
- PSA has a false positive rate of 75%
- Biopsy is costly and can be associated with considerable anxiety, discomfort, pain and complications
- A large population of men with falsely elevated PSA has emerged over the years

PCA3 Test Sold WW by Gen-Probe

- Detects prostate cancer not BPH
- Reduces the number of unnecessary biopsies
- Can assess the aggressiveness of the cancer to guide treatment decision

THE PCA3 MARKET POTENTIAL

Royalty to DiagnoCure: 8%; increasing to 16%



1) PSA specificity: less than 30%
PCA3 specificity: 70-75%

PREVISTAGE™

Colorectal Cancer Staging Test 

The Previstage™ GCC Colorectal Cancer Staging Test is a laboratory-developed test, and its performance characteristics have been validated and determined by DiagnoCure Oncology Laboratories, a laboratory certified under CLIA regulation as high-complexity laboratory.

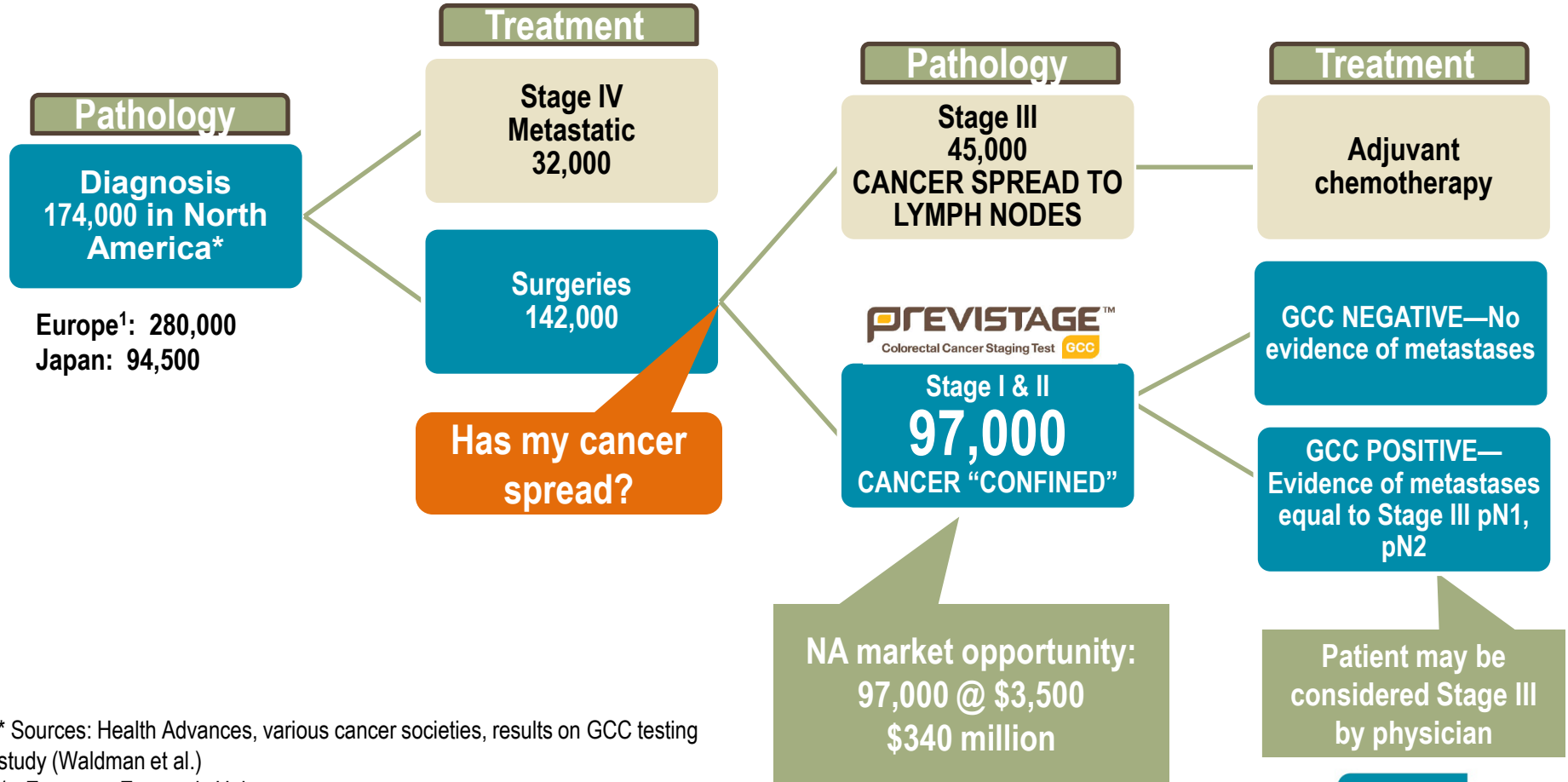
CLINICAL DILEMMA

- **20%-30% of patients identified with lymph nodes “free of tumor cells” by histopathology develop recurrent disease**
- **Histopathology alone is imperfect for accurately staging “free of tumor cells” patients and physicians are treating up to 40% of these patients**
- **Which Histopathology negative patients need treatment?**

Source: Nicastrì et al. J. Mol. Diag 2007;9:563-571

PREVISTAGE GCC™ MARKET POTENTIAL

Disease management process



* Sources: Health Advances, various cancer societies, results on GCC testing study (Waldman et al.)

1. European Economic Union

GCC BLOOD TEST FOR CRC RECURRENCE MONITORING

CRC RECURRENCE MONITORING

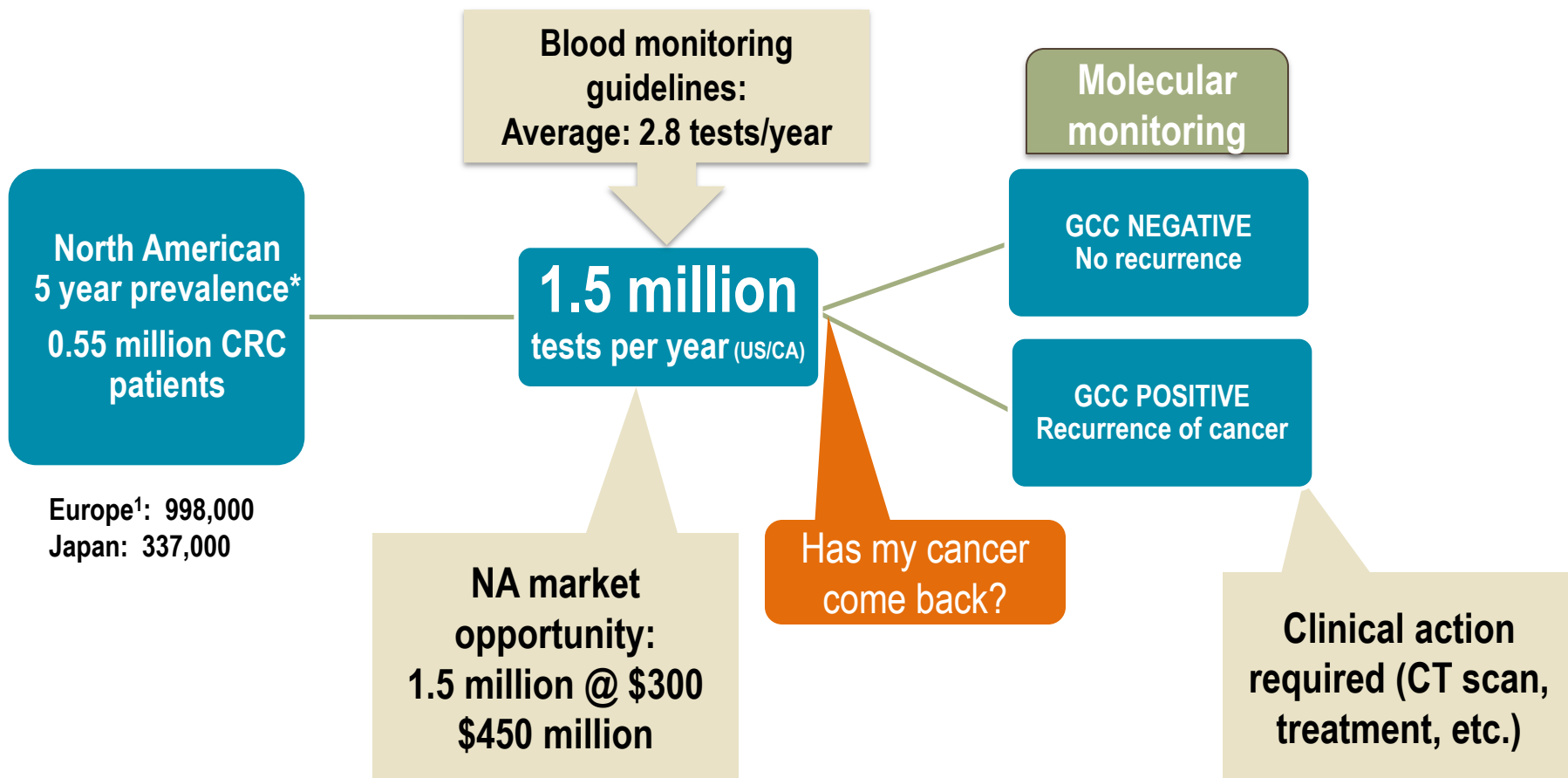
The Unmet Need

- There are no specific and sensitive markers to detect recurrent colorectal cancer following presumably curative surgery

The Solution

- Can GCC be used to detect CRC recurrence?
- An NIH-sponsored multi-center prospective study is in progress to answer the question. Interim data expected Q4 2009

GCC BLOOD TEST MARKET POTENTIAL



* Sources: SEER; Statistics Canada, various cancer societies,
1. European Economic Union

FINANCIAL HIGHLIGHTS

Q3/ JULY 31, 2009

Shares O/S	47.7 million
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Market Cap (2009-10-05)	\$62 million
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Cash at hand	\$17.2 million
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Employees	Canada: 35 U.S.: 15
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MANAGEMENT TEAM

Independent Board Members

- **Alain Rhéaume**
Chairman of the Board, DiagnoCure Inc.
Managing Partner,
Trio Capital
- **Michel E. Côté**
Corporate Director
- **Paul Gobeil, FCA**
Vice Chairman of the Board,
Metro Inc.
- **Alain G. Michel**
Chairman of the Board,
Cari-All Group
- **Louise Proulx, Ph.D.**
Vice President, Product Development,
ViroChem Pharma
- **Mario Thomas, Ph.D.**
Managing Director
Centre for Commercialization of Research,
Ontario Centres of Excellence
- **Vincent R. Zurawski, Jr., Ph.D.**
President and CEO, Varinel, Inc.
- **Neil J. Campbell ***
Chairman and CEO,
Mosaigen®, Inc

Management Team

- **John C. Schafer ****
President and CEO
- **Yves Fradet, M.D., FRCS(c) ****
Senior Vice President and
Chief Medical Officer
- **J.F. Bureau, CFA**
Senior Vice President and
Chief Financial Officer
- **Paule De Blois, MBA**
Vice President,
Corporate Affairs
- **Richard Gauthier, MBA**
Vice President,
Business Development
- **Tim Holzer, Ph.D.**
Vice President and
Chief Scientific Officer
- **Michel Houde, Ph.D.**
Vice President, Research & Development
- **Phil Wells**
Vice President,
Marketing and National Sales

* Non-voting Delegated Director

** Board Member



EMPOWERING ONCOLOGY DECISIONS

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