DiagnoCure
Empowering Oncology Decisions

CORPORATE FACT SHEET
January 31, 2010

Founded in 1994, DiagnoCure is a life sciences company commercializing high-value cancer diagnostic tests and laboratory services that increase clinician and patient confidence in making critical treatment decisions.

Molecular diagnostics: a revolution in cancer treatment

There is a growing body of evidence that innovations brought to light by the human genome projects are revolutionizing modern medical practices. With the development of gene-based or molecular diagnostic tests, physicians will soon be able to answer several clinical questions that are left incompletely answered today.

Compared to traditional pathology methods, which can detect one cancer cell in 200 normal cells, molecular technologies can detect one cancer cell in up to 10 million normal cells. This represents a quantum improvement in providing the vital information physicians need to make optimal decisions about their patients' treatments.

In 2007, DiagnoCure made the decision to pursue a leadership role in this new market of molecular diagnostics and adjusted its mission "to be the leading developer and provider of high-value diagnostics for the detection and management of cancer".

OBJECTIVES AND MILESTONES

07-08 MILESTONES

- **Focus on cancer molecular diagnostics**
- **Additional financing of $25 million**
- **Acquired Dx rights to the GCC marker for colorectal cancer**
- **Acquired Shc proteins**
- **Certification of U.S. CLIA service laboratory**
- **Launch of Previstage™ GCC Colorectal Cancer Staging Test**
- **PCA3 studies published and significant growth of sales in Europe**

09 MILESTONES

- **Major study in JAMA demonstrating GCC clinical potential**
- **PIONEER GCC observational study initiated**
- **Agreement with Lab21 for the distribution of Previstage™ GCC in the UK and Ireland**
- **Strong sales growth of the PCA3 prostate cancer marker in Europe and the U.S.**
- **Renewed collaboration with Gen-Probe to make PCA3 a worldwide success**
- **Gen-Probe invests US$ 5 million in DiagnoCure**
- **PROGENSA® PCA3 FDA clinical trial initiated**

2010 OBJECTIVES

- **Conclude partnerships and distributorships to leverage commercial potential of DiagnoCure's pipeline**
- **Obtain contractual reimbursement of Previstage™ GCC from payors**
- **Advance clinical studies / publications to further demonstrate the clinical utility of the GCC marker**
- **Gen-Probe to complete its PCA3 clinical study aimed at securing FDA approval**
- **Maintain strong balance sheet**

FINANCIAL PROFILE
Q1 / January 31, 2010

Symbol	CUR (TSX)
Fiscal year-end	October 31
52-Week Range	$0.75- $1.40
Common Shares outstanding	42.9 million
Prefered Shares outstanding	4.9 million
Market capitalization	$45.5 million

ANALYST COVERAGE

- Bloom Burton & Co
- National Bank Financial
- Versant Partners

INVESTOR RELATIONS

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BOARD OF DIRECTORS

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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.

MANAGEMENT TEAM

Yves Fradet, M.D., FRCS(c)
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Chief Medical Officer

Jean-François Bureau, CFA
Senior Vice President and
Chief Financial Officer

Paule De Blois, MBA
Senior Vice President,
Operations

John C. Schafer
Head, U.S. Commercial
Operations

GCC MARKER FOR COLORECTAL CANCER (CRC)

- Colorectal cancer is the second most fatal form of cancer, with an overall 5-year survival rate of 64%.
- 174,000 new diagnostics and 31,000 deaths each year in North America.
- DiagnoCure holds the exclusive worldwide diagnostic rights to the GCC marker.
- Preliminary research has shown GCC to be a highly accurate marker with utility in the staging and postoperative surveillance of colorectal cancer patients.
- Two N.I.H.-sponsored studies initiated; the results of the first study were published in JAMA (Feb. 18, 2009), demonstrating that GCC is the strongest predictor of CRC recurrence.
- DiagnoCure Oncology Laboratories, a subsidiary of DiagnoCure Inc., launched in 2008 the Previstage™ GCC Colorectal Cancer Staging Test, the first GCC-based molecular test for the management of colorectal cancer.
- The initial market for Previstage™ GCC is approximately 97,000 Americans and Canadians who each year are staged I and II after their colorectal cancer surgery.

PCA3 MARKER FOR PROSTATE CANCER

- Most frequent cancer and second leading cause of cancer death in men.
- The urinary, non-invasive test based on DiagnoCure's PCA3 marker may predict biopsy outcomes with an accuracy level never achieved.
- DiagnoCure owns full worldwide rights on PCA3 and has out-licensed diagnostic rights to Gen-Probe (NASDAQ : GPRO).
- Approximately 30 peer-reviewed publications support the potential clinical utility of the PCA3 test.
- Gen-Probe initiated in August 2009, a 500-patient clinical trial aimed at securing FDA approval for its PROGENSA® PCA3 test.
- Two studies of 2,400 patients, originating from GSK's REDUCE trial, showed that PCA3 can help decide about repeat prostate biopsies and predict cancer severity (ASCO GU, March 2010).
- PCA3-based tests now available through many American, European and Canadian laboratories.
- Estimated market of 1.8 million tests per year in North America and Europe.

SHC PROTEINS FOR FIVE TUMOR TYPES

- Acquisition in August 2007 of Catalyst Oncology and its proprietary tests.
- The Shc protein-based tests have been validated in multiple clinical studies involving patients with five tumor types, including breast and colon.
- Results have shown the tests to be strong indicators for a patient's risk of disease recurrence, as well as predictors of response to certain cancer therapies.

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