

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.

### DiagnoCure's strategy: genomic tests to answer unmet clinical needs

Benefiting from genomic biology research, DiagnoCure applies its expertise towards exploring the development of new diagnostic tests for the detection and management of cancer, to answer unmet clinical needs with a personalized approach focused on the patient. In addition to its own research, the Company acquires or in-licenses promising cancer biomarkers from both academic and commercial institutions.

DiagnoCure minimizes time to market in order to introduce innovative diagnostic products, including laboratory developed tests (LDT), analyte specific reagents (ASRs) and *in vitro* diagnostics (IVDs), to targeted markets.

In order to achieve a leadership position in the promising new market of molecular diagnostics, DiagnoCure focuses on a business model with four imperatives: a focused clinical field (cancer); commercial access to the market; a critical mass of proprietary products and favorable access to capital.

### 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
- 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

#### Q2 / April 30, 2010

- |                                |                |
|--------------------------------|----------------|
| • Symbol                       | CUR (TSX)      |
| • Fiscal year-end              | October 31     |
| • 52-Week Range                | \$0.75- \$1.48 |
| • Common Shares outstanding    | 42.9 million   |
| • Preferred Shares outstanding | 4.9 million    |
| • Market capitalization        | \$58.4 million |

### ANALYST COVERAGE

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

### INVESTOR RELATIONS

**Chantal Miklosi**  
Chief Financial Officer,  
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## BOARD OF DIRECTORS

**Michel E. Côté**  
Corporate Director

**Yves Fradet, M.D., FRCS(c)**  
Chairman of the Board,  
President and Chief Medical  
Officer, DiagnoCure, Inc.

**Paul Gobeil, FCA**  
Lead Director, DiagnoCure, Inc.  
Vice Chairman of the Board,  
Metro, Inc.

**Alain G. Michel**  
Chairman of the Board, Cari-All  
Group, Inc.

**Louise Proulx, Ph.D.**  
Vice President, Product  
Development, ViroChem  
Pharma, Inc.

**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)**  
President and  
Chief Medical Officer

**Chantal Miklosi, MBA**  
Chief Financial Officer

**Valerie B. Palmieri**  
President, DiagnoCure Oncology  
Laboratories

**Paule De Blois, MBA**  
Senior Vice President,  
Operations

**Frédéric Boivin**  
Senior Director, Finance and  
Administration

## PCA3 BIOMARKER FOR PROSTATE CANCER

- Most frequent cancer and second leading cause of cancer death in men.
- 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.
- 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).
- European study of 516 men showed the utility of PCA3 before the initial biopsy, which could reduce biopsies by 40% while missing only 5% of the high grade cancers (A. de la Taille, EAU 2010).
- Multi-practice study of 1,900 men concluded that PCA3 can predict the outcome of the initial biopsy better than PSA (Crawford, AUA 2010)
- Gen-Probe completed in April 2010 a 500-patient clinical trial aimed at securing FDA approval for its PROGENSA® PCA3 test. On target to submit to the FDA by year-end 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 (second biopsy).

## 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 cases and 31,000 deaths each year in North America.
- DiagnoCure holds the exclusive worldwide diagnostic rights to the GCC marker.
- More than 50 peer-reviewed publications document the relationship between GCC and CRC.
- Two NCI-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.
- A recent study (Journal of Clinical Path. 05-2010) demonstrated that CRC patients who had at least one GCC positive lymph node were two times more likely to experience disease recurrence than patients who had no GCC positive lymph nodes.
- DiagnoCure Oncology Laboratories, a subsidiary of DiagnoCure Inc., launched in 2008 the Previstage™ GCC Colorectal Cancer Staging Test, the first the first commercially available molecular test to improve CRC staging.
- Previstage™ GCC helps identify metastases in the lymph nodes missed by traditional pathology; compared to microscopic examination, the test examines 375 times more lymph node tissue and uses technology that is 100,000 times more sensitive.

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