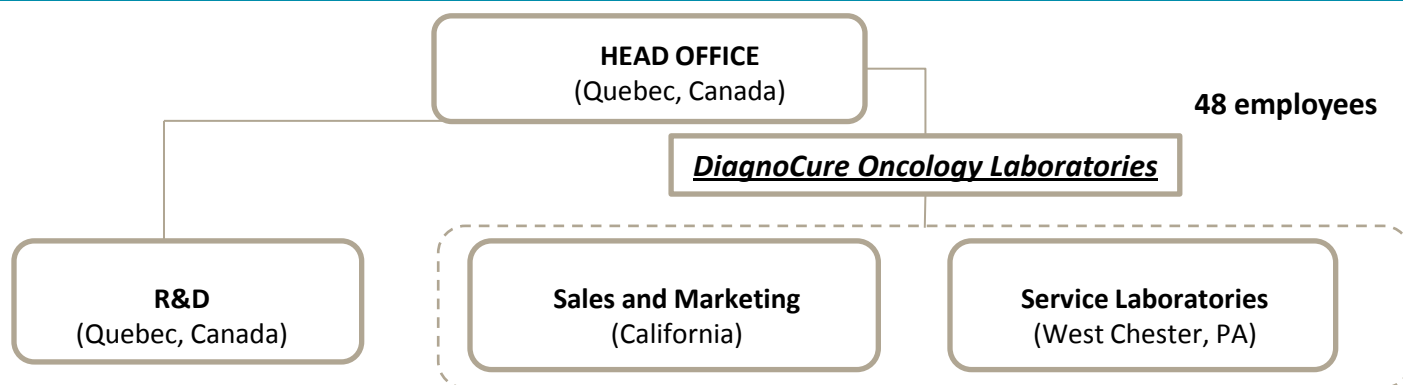


ABOUT US

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.

Our mission is to be the leading developer and provider of high value diagnostics for the detection and management of cancer.

OUR OPERATIONS



OUR HISTORY, AT A GLANCE

- December 1994** Foundation of the Company.
- November 1996** Initial public offering on the Montreal Stock Exchange.
- 1998** Start of ImmunoCyt™/uCyt+, bladder cancer test's commercialization in Europe, in Canada and in the United States.
- May 2000** DiagnoCure acquires from Nijmegen University (The Netherlands) an exclusive worldwide license for all diagnostic and therapeutic to PCA3, a specific prostate cancer marker.
- June 2001** Development of the prostate cancer detection test uPM3™, based on the PCA3 marker.
- November 2003** Gen-Probe and DiagnoCure enter into a collaboration agreement for the development and commercialization by Gen-Probe of a molecular test for the detection of the PCA3 marker for the diagnosis of prostate cancer.
- April 2007** DiagnoCure secures exclusive worldwide rights to the marker GCC for colorectal cancer.
- August 2007** DiagnoCure acquires Catalyst Oncology and its proprietary prognostic tests based on the Shc proteins, for breast, colon and potentially other cancers.
- August 2008** DiagnoCure launches its Previstage™ GCC Colorectal Cancer Staging Test, available through its CLIA-certified clinical laboratory, DiagnoCure Oncology Laboratories.
- February 2009** Major clinical study published in the JAMA, demonstrating that GCC is the strongest independent predictor of CRC recurrence.
- May 2009** Gen-Probe and DiagnoCure amended their 2003 collaboration agreement and agreed on new milestones for an FDA submission of the PCA3 test. Gen-Probe invests US\$5 million in DiagnoCure.
- August 2009** Gen-Probe begins a clinical trial aimed at securing FDA approval for its PROGENSA® PCA3 test.

DiagnoCure Inc.
2050 René-Lévesque Blvd .West, 6th Floor
Québec (Québec) G1V 2K8 Canada

Phone: (418) 527-6100
Toll Free: 1 (888) 900-6626 (Canada & US)
Fax: (418) 527-0240

www.diagnocure.com
communications@diagnocure.com

Media Relations

Paule De Blois
Vice President, Corporate Affairs

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 genes' activities based on molecular diagnostics 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".

GCC MARKER FOR COLORECTAL CANCER

- 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 secured exclusive worldwide diagnostic rights to the GCC marker.
- 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.
- 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 (February 18, 2009), demonstrating that GCC is the strongest predictor of CRC recurrence.
- 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 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).
- More than 25 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.
- PCA3-based tests now available through several 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.

This document contains forward-looking statements that involve known and unknown risks, uncertainties and assumptions that may cause actual results to differ materially from those expected. By their very nature, forward-looking statements are based on expectations and hypotheses and also involve risks and uncertainties, known and unknown, many of which are beyond DiagnoCure's control. As a result, investors are cautioned not to place undue reliance on these forward-looking statements. The forward-looking statements regarding the outcome of research and development projects, clinical studies and future revenues are based on management expectations. In addition, the reader is referred to the applicable general risks and uncertainties described in DiagnoCure's most recent Annual Information Form under the heading "Risk Factors". DiagnoCure undertakes no obligation to publicly update or revise any forward-looking statements contained herein unless required by applicable securities laws and regulations.

BOARD OF DIRECTORS

Yves Fradet, M.D., FRCS(c)

Chairman of the Board,
Senior Vice President,
Chief Medical Officer,
DiagnoCure Inc.

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

John C. Schafer

President and Chief Executive Officer,
DiagnoCure 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

John C. Schafer

President
and Chief Executive Officer

J.F. Bureau, CFA

Senior Vice President
and Chief Financial Officer

Yves Fradet, M.D., FRCS(c)

Senior Vice President
and Chief Medical Officer

Paule De Blois, MBA

Vice President,
Corporate Affairs

Michel Houde, Ph.D.

Vice President, Research &
Development

Phil Wells

Vice President,
Marketing and National Sales