



PRESS RELEASE

DIAGNOCURE ANNOUNCES SPONSORSHIP OF INAUGURAL UNDY 5,000 RUN
*PARTNERSHIP WITH THE COLON CANCER ALLIANCE CREATES PATIENT AWARENESS OF
PREVISTAGE™ GCC STAGING TEST*

WEST CHESTER, PA, September 11, 2008 — DiagnoCure Oncology Laboratories, a subsidiary of DiagnoCure, announced corporate sponsorship of the Colon Cancer Alliance's (CCA) inaugural charity event the "Undy 5,000: A Brief Run to Fight Colon Cancer" being held in Philadelphia, PA, on September 27, 2008. The CCA is an advocacy group that focuses on the concerns of the colon cancer patient community. DiagnoCure will sponsor the race at the "Championship Level" to coincide with the CLIA certification of their molecular diagnostic laboratory and start of commercialization of the Company's Previstage™ GCC Colorectal Cancer Staging Test, which was announced recently.

"Through proactive outreach and creative events such as the Undy 5,000, we can educate patients about the importance of properly staging colorectal cancer and how Previstage™ GCC can help physicians and patients in making critical treatment decisions" stated John Schafer, President and CEO of DiagnoCure.

The American Cancer Society estimates there will be approximately 154,000 patients diagnosed with colorectal cancer in the U.S. each year. Colorectal cancer is the second leading cause of cancer death among men and women in the United States and Canada (after lung cancer). The Undy 5,000 salutes the brave men and women along with their families battling this disease.

"The CCA is very grateful to have DiagnoCure as a corporate sponsor. The Undy 5,000 is a great way for new and inventive technologies such as Previstage™ GCC to gain exposure with the colorectal cancer community" stated Tim Turnham, CEO Colon Cancer Alliance.

About Previstage™ GCC

Every year in North America, 174,000 people are diagnosed with colorectal cancer, and 142,000 colorectal cancer surgeries are performed. Staging a patient with colorectal cancer is crucial because it determines the patient's course of treatment after the surgery. Current standard of care requires that pathologists microscopically examine a thin slice of tissue from each of the lymph nodes harvested during the patient's surgery to see if cancer has spread. Currently, up to 25 - 30 percent of patients with no pathologically-positive lymph nodes (stage I and II cancers) later develop recurrent disease, presumably through occult metastases that have escaped detection. Most of these patients do not receive additional therapies such as chemotherapy. With a detection capacity that is close to 100,000 more sensitive than microscopic methods, Previstage™ GCC provides clinicians with significantly more accurate information for staging a patient with colorectal cancer that will increase their confidence in making critical treatment decisions.

Clinical study data supports the potential for the GCC test to improve the current staging of colorectal patients. The National Cancer Institute sponsored a five-year prospective clinical trial of GCC testing in colorectal cancer patients. This study has been recently completed and the Company's collaborators at Thomas Jefferson University are presenting the results at major medical conferences throughout the year.

The Previstage™ GCC Colorectal Cancer Staging Test is a laboratory-developed test and its performance characteristics have been determined by DiagnoCure Oncology Laboratories.

About DiagnoCure

DiagnoCure (TSX: CUR) is a life sciences company commercializing high-value cancer diagnostic tests and delivering laboratory services that increase clinician and patient confidence in making critical treatment decisions. DiagnoCure Oncology Laboratories, a subsidiary of DiagnoCure Inc., recently launched the Previstage™ GCC Colorectal Cancer Staging Test, the first GCC-based molecular test for the management of colorectal cancer. The Company also has a strategic alliance with Gen-Probe (NASDAQ: GPRO) for the development and commercialization of a second-generation prostate cancer test using PCA3, DiagnoCure's proprietary molecular marker. This test is also available through laboratories in the U.S. using PCA3 analyte specific reagents (ASR) from Gen-Probe, in Europe as the CE-marked PROGENSA™ PCA3 *in vitro* assay, and in Canada. In addition to its own research, the Company intends to acquire or in-license additional promising cancer biomarkers from both academic and commercial institutions. For more information, visit www.diagnocure.com.

About Colon Cancer Alliance (CCA)

The Colon Cancer Alliance (CCA) is a national patient advocacy organization dedicated to ending the suffering caused by colorectal cancer. In order to increase rates of screening and survivorship, CCA provides patient support, education, research and advocacy across North America. As the Voice of Survivors, CCA works as an advocate for colorectal cancer patients and their families. CCA offers information and support from the first-hand experience of survivors and others whose lives have been touched by this disease. Today, CCA has over 37,000 members. Our help line receives an average of 700 calls monthly, and our support networks have assisted over 150,000 people. The growth and success of the organization is due in large part to caring volunteers who devote considerable time, skill and energy to achieving CCA's vision. For more information, visit www.ccalliance.org.

Forward-looking statements

This release 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.

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