

Frost & Sullivan Presents the 2011 North American Product Line Strategy Award in Preclinical Imaging Systems to Carestream Molecular Imaging

MOUNTAIN VIEW, Calif. — February 22, 2011 — Based on its recent analysis of the preclinical imaging systems market, Frost & Sullivan recognizes Carestream Molecular Imaging with the prestigious 2011 Frost & Sullivan Best Practice Award for Preclinical Imaging Systems Product Line Strategy.

In vivo molecular imaging is rapidly emerging as the established standard in preclinical drug and medical research. Carestream's diverse portfolio of high resolution optical and X-ray imaging systems, combined with its revolutionary new PET, SPECT and CT imaging system, provides preclinical researchers with the broadest selection of imaging modalities from a single company. This award acknowledges Carestream as a leader and innovator in bringing novel, multimodal imaging solutions to researchers worldwide to advance the understanding and treatment of disease.

Carestream's flagship optical/X-ray imaging system, the In-Vivo MS FX PRO, changed the existing paradigm in small animal preclinical imaging with an innovative combination of optical imaging modalities (fluorescence, luminescence and radioisotopic) with high resolution X-ray that enables precise anatomical location of molecular and cellular biomarkers by co-registering optical signals with X-ray images.

The most recent addition to Carestream's preclinical imaging product line came in April of 2010 when the company announced an exclusive worldwide agreement with OncoVision (Valencia, Spain) to sell, market and service its Albira PET/SPECT/CT imaging system. The Albira system features a unique modular architecture that introduces an exclusive, patented single crystal detector, position sensitive photomultiplier tube (PSPMT), and associated electronics to deliver rapid acquisition and reconstruction of high resolution PET and SPECT images.

"The Albira has the flexibility needed to analyze diseases at the cellular and tissue level by providing quantitative tomographic capabilities to conduct studies such as pharmacokinetics, pharmacodynamics, gene expression, and cell tracking across a wide variety of therapeutic applications," says Frost & Sullivan Research Analyst Roberto Aranibar. "With the addition of the Albira, Carestream now offers the broadest portfolio of preclinical imaging systems in the market."

Carestream's unique product line strategy has won the company a large worldwide customer base working in areas such as oncology, stem cell research, cardiovascular and neurodegenerative diseases, among others. Customers benefiting from Carestream's preclinical imaging systems include institutions such as the Baylor College of Medicine's Frenshley Center for Imaging Research and the University of Notre Dame's In-Vivo Imaging Core. The Geisinger Health System's Neuroscience Institute uses the In-Vivo MS FX PRO imaging system to assess tumors and lesions in support of research geared toward the development of more effective image-guided brain cancer treatments.

"The size and cost-effectiveness of Carestream's multimodal solutions, in high resolution optical/X-ray imaging and Albira PET/SPECT/CT system, allows powerful imaging tools to be placed in the hands of researchers with the most stringent limitations in space and budget," notes Aranibar. "Ultimately, researchers' increasing access to these tools is accelerating preclinical validation and the development and clinical translation of new drugs, medical treatments, imaging probes, and contrast agents."

Each year, Frost & Sullivan presents this award to the company that has demonstrated the most insight into the needs and product demands of its customers. The recipient company has optimized its product line by leveraging products with the various price, performance, and feature points required by one or more market segments.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry.

About Carestream

Carestream is a worldwide provider of dental and medical imaging systems and healthcare IT solutions; molecular imaging systems for the life science research and drug discovery/development market segments; and X-ray film and digital X-ray products for the non-destructive testing market. Carestream Molecular Imaging, a division of Carestream, develops and markets high performance digital imaging systems for in vitro and in-vivo imaging, PET/SPECT/CT solutions, film and accessories for the life science research, specimen radiography and drug discovery/development market segments. For more information on Carestream Molecular Imaging group, visit mi.carestream.com.

About OncoVision (GEM Imaging S.A.)

OncoVision creates, develops and markets molecular imaging systems for the clinical and life sciences research and drug discovery markets. In addition to the Albira system, OncoVision has also commercialized Sentinella for radio-guided cancer surgery and nuclear medicine imaging and Mammi for dedicated PET imaging of the breast. www.oncovision.es

About Frost & Sullivan

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