



VisualSonics Announces Product Launch of VevoCQ™ Contrast Quantification Software

- VevoCQ™ enables measurement of perfusion kinetics in tumors and other tissue -

TORONTO, Canada – April 14, 2010 – VisualSonics Inc., the leader in real time, *in vivo*, high-resolution micro imaging systems, and Bracco Group, the foremost developer and manufacturer of ultrasound based contrast agents, today announced the launch of VevoCQ™ Advanced Quantification Software Tools for the Vevo® 2100 linear array based high frequency ultrasound imaging system. The VevoCQ software package is a post processing analysis tool that provides researchers with actionable data that are more consistent and reliable. Used in combination with microbubble contrast technology, the software enables researchers to quantify the contrast uptake kinetics as well as to visualize the spatial distribution of the various perfusion parameters as color coded parametric images. Using this technology, cancer researchers will be able more quantitatively assess tumor development and associated therapies and make decisions based on actionable data.

“High frequency ultrasound has been a rapidly growing tool for the pre-clinical cancer researcher, providing high throughput, extraordinary images and data without the negative biological effects to the animal found with other imaging techniques,” said Anil Amlani, President and Chief Executive Officer of VisualSonics. “VevoCQ is the logical next phase in the technology, now enhancing the quality and reproducibility of the perfusion data generated to support scientific decision-making.”

“VevoCQ provides cancer researchers with unprecedented insight into tumor blood flow characteristics. This addresses the cancer community’s need for functionality that had previously been lacking in most preclinical imaging modalities,” said Dr. Catherine Theodoropoulos, VisualSonics’ Director of Product Applications. “We are confident that this product will aid researchers in the fundamental understanding of cancer biology and thus expedite drug development.”

The two companies pioneered the advent of microbubble contrast imaging with high frequency ultrasound in 2006 when they introduced MicroMarker™ target-ready and non-targeted contrast agents for pre-clinical imaging in small animal models. Using Non-Targeted MicroMarker Contrast Agents, researchers are able to assess perfusion kinetics of a tissue, organ or tumor of interest. Target-Ready MicroMarker Contrast Agents are used to detect the binding of microbubbles to cell surface markers within a tissue of interest.

About VisualSonics

VisualSonics is the world leader in real time, *in vivo*, high-resolution micro imaging systems designed specifically for preclinical research. The Company's technologies allow researchers at the world's most prestigious pharmaceutical and biotechnology companies, hospitals and universities to conduct research in cardiovascular, cancer, neurobiology and developmental biology areas. The micro imaging technologies support research applications that include genetic research, phenotypic studies and drug development. VisualSonics micro imaging platforms combine high-resolution, real time *in vivo* imaging at reasonable cost with ease-of-use and quantifiable results.

About Bracco

Bracco Imaging, a subsidiary of the Bracco Group, is one of the world's leading companies in the field of *in vivo* diagnostic imaging, offering a product and solutions portfolio for the main applications: X-Ray Imaging (including Computed Tomography-CT), Magnetic Resonance Imaging (MRI), Contrast Enhanced Ultrasound, Nuclear Medicine through radioactive tracers and medical instruments for gastrointestinal radiology. With its Research Centers in Ivrea (Turin), Geneva and Princeton (New Jersey), Bracco Imaging has an international research network specialized in the imaging field. Bracco Imaging today operates in over 80 markets worldwide, either directly or indirectly through subsidiaries, joint ventures, license and distribution partnership agreements. Bracco Imaging has a consolidated position on main worldwide markets, such as the United States, Japan and key European countries, and a growing focus on emerging markets. Bracco Imaging has a successful track record in the development of gold standard products and related services to support clinical professionals to optimize diagnostic procedures.

For further information contact:

VisualSonics Inc.
Larry McDowell
VP, Sales and Marketing
T. 416.484.5014
F. 416.484.5001
E. lmcdowell@visualsonics.com
www.visualsonics.com

Bracco Group
Giuliano Faliva
Image & Communication Director
T. 39.0221772469
F. 39.0226413061
E. bmirelazioniesterne.com
www.bracco.com