



The Oral Cancer Screening System

## **LED Medical Diagnostics Names David Cox President**

### ***Move Positions Company to Accelerate Growth of VELscope Oral Cancer Screening System***

WHITE ROCK, British Columbia—November 22, 2007—LED Medical Diagnostics Inc. announced today that it has named David Cox president effective immediately. Mr. Cox assumes this position from Steven Semmelmayer, who continues to serve as Chairman of the Board of Directors. Mr. Cox will continue to serve as president of LED Dental Inc., a subsidiary of LED Medical Diagnostics and manufacturer of the VELscope Oral Cancer Screening System.

According to Mr. Semmelmayer, who had operated primarily out of LED's Southern California office, "This move reflects our belief that the time has come to centralize and build our decision-making infrastructure at our corporate headquarters in White Rock, British Columbia." Mr. Semmelmayer added, "As we continue to grow our revenue base in North America and now in several overseas markets, it is important that the leader of the company's operations be located with the rest of our senior management team. Moreover, we are confident that Dave Cox is the right leader for our company at this exciting juncture in our history."

In his previous position as Chief Operating Officer, Mr. Cox oversaw all company day-to-day operations and was instrumental in expanding distribution of the VELscope system to several international markets. Prior to joining LED, he spent five years as Regional Controller and Operations Manager for Emco Corporation's 27 branches in British Columbia. Before that, he spent 21 years with Alcan Aluminum Limited, the world's largest aluminum manufacturer. His duties there included finance, accounting, procurement and IT, and involved assignments in Canada, the United States and Korea. Mr. Cox is a Certified General Accountant and holds an MBA in Managerial Leadership.

The VELscope Oral Cancer Screening System was cleared for expanded indications for use by both the FDA and Health Canada in early 2007. No other product has ever received such clearances. The system received Reality Publishing's "Most Unique FirstLook Product 2007" award, was named one of the "Top 100 Products 2007" by *Dentistry Today* magazine, and was one of twelve products recently named "2007 Top Winner: Pearls For Your Practice" by *Dental Economics* magazine.

#### **About LED Medical Diagnostics**

LED Medical Diagnostics Inc., which was founded in 2003, is headquartered in White Rock, British Columbia. It is the parent of LED Dental Inc., which has been manufacturing and selling the VELscope Oral Cancer Screening System since 2006. For more information, call 1-888-541-4614, or visit [www.VELscope.com](http://www.VELscope.com).

#### **LED Medical Diagnostics Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995**

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain information included in this press release (as well as information

included in oral statements or other written statements made or to be made by the company) contains statements that are forward-looking, such as statements relating to anticipated future revenues of the company and success of current product offerings. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future and, accordingly, such results may differ materially from those expressed in any forward-looking statements made by or on behalf of the company. For a description of additional risks and uncertainties, please refer to the company's filings with the Securities and Exchange Commission.

**MEDIA CONTACT**

*14<sup>th</sup> Floor Solutions, LLC*  
*John Pohl 847.812.2879*  
*jpohl@14thfloorsolutions.com*