



The Oral Cancer Screening System

## **LED Dental Engages Services of Professional Sales Associates**

### ***PSA to Build on Sales Momentum of VELscope Oral Cancer Screening System***

WHITE ROCK, British Columbia—December 4, 2007—LED Dental Inc. announced today that it has engaged Professional Sales Associates (PSA) to support the distributors of its VELscope® Oral Cancer Screening System in the United States.

"We are very excited about the prospect of PSA working closely with our distributor network to take our sales to the next level," said David Cox, President and Chief Operating Officer of LED Dental. "Our original team of independent manufacturer representatives did a very effective job of helping us introduce the VELscope system to the market since our August 2006 launch, and we thank them for their efforts. However, the overwhelmingly positive response we have received from current users of our system—as well as their patients—indicates that we have barely scratched the surface of our sales potential. We believe that fully exploiting this potential will require the involvement of a larger and more cohesive manufacturer representative organization, and we are convinced that PSA is the organization to help take us there."

"This important initiative reflects our continuing commitment to the distributor channel," said Cox. "We have always been firmly determined to sell the VELscope system through distribution, which is why we found PSA's reputation for providing exceptional support to U.S. distributors so attractive. Moreover, we believe that PSA's credibility within the dental market will only further the VELscope system's brand recognition among distributor sales representatives and clinicians throughout the U.S."

According to Jim McGonigal, president of PSA, "My associates and I are thrilled and honored to represent a product with a demonstrated ability to help clinicians discover cancerous and precancerous tissue that might otherwise be missed." He added, "The fact that this potentially life-saving technology can be easily and very profitably incorporated into any dental practice makes for a very powerful story, and we look forward to working closely with LED and their distributor partners to communicate that story to clinicians across the country."

The VELscope Oral Cancer Screening System was cleared for two expanded indications for use by both the FDA and Health Canada in early 2007. These indications involve the ability to help detect lesions that may not be visible under traditional white light examinations, including precancerous and cancerous growths, and the ability to help surgeons ensure that all targeted diseased tissue is successfully removed when excising cancerous lesions. 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 Dental**

LED Dental Inc. is a wholly-owned subsidiary of LED Medical Diagnostics Inc., which was founded in 2003 and is headquartered in White Rock, British Columbia. 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.

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