



## **Are You Dense, Inc. Founder Nancy M. Cappello, Ph.D. Receives SuperSonic Imagine's 2<sup>nd</sup> Annual Aixplorer Achievement Award**

*The Highly Innovative Ultrasound Company, Honors Cancer Activist During Scientific Symposium at RSNA*

**Chicago, Illinois (December 14, 2011)** SuperSonic Imagine, the ultrasound company that pioneered breakthrough ShearWave™ Elastography technology (SWE™), and UltraFast™ Doppler, today announced that women's breast cancer activist Dr. Nancy M. Cappello, President and Founder of Are You Dense, Inc. has received the company's 2011 Aixplorer Achievement Award. Cappello is the second recipient of the award following Sherry Lansing who received the award last year.

The SuperSonic Imagine Aixplorer Achievement Award was created to recognize, honor and celebrate the outstanding contribution of time, leadership or financial support made by individuals, companies or associations, to advance cancer research and awareness.

Michele Debain, Global Marketing Director of SuperSonic Imagine said, "We are very pleased to present the 2011 Aixplorer Achievement Award to Dr. Cappello. She has been selected for having made great progress in educating the public about the risks of breast cancer for women with dense breasts. Nancy is a remarkable woman with an important life-saving mission."

Dr. Cappello was diagnosed with advanced stage breast cancer in February 2004 after receiving several "normal" mammography reports for a decade. Through this tragedy, she learned of the mammographic limitations for women with dense breasts, and in 2008 founded Are You Dense, Inc., a public charity whose mission is to educate the public about dense breast tissue for the early detection of breast cancer.

Dr. Cappello recently started Are You Dense Advocacy, Inc., a 501(c)(4) affiliate to Are You Dense, Inc., which focuses on government relations and legislative efforts.

She has spearheaded three bills through the Connecticut legislature: two for insurance coverage for supplemental screening (ultrasound and MRI) for women with dense breast tissue and one to standardize the communication of breast density to the patient through her mammography report. Likewise, the state of Texas has also enacted a law requiring that reports to patients contain information about breast density and other states legislatures are introducing bills in 2012. A Federal Breast Density Notification Bill was introduced in October, 2011.

Dr. Cappello commented, "I am very honored and humbled to receive the Aixplorer Achievement Award from SuperSonic Imagine. After my tragedy of an advanced cancer following a decade of normal mammography reports, I realized how important it is to educate others about the risks of dense breast tissue. Women must be informed of their



dense breast tissue status and its meaning in order to make educated, potentially lifesaving, decisions about additional screening procedures.”

The first Aixplorer Achievement Award was presented to Sherry Lansing for her important work in cancer research, awareness, advocacy and philanthropy through the Sherry Lansing Foundation, Stand Up 2 Cancer, and participation in the Executive Committee of the Friends of Cancer Research board, the American Association for Cancer Research and Stop Cancer, a nonprofit philanthropic group she founded in partnership with the late Dr. Armand Hammer. Lansing was honored in 2007 with the Jean Hersholt Humanitarian Award, presented by Academy of Motion Picture Arts and Sciences for her dedication to these causes.

#### **About SuperSonic Imagine:**

Founded in 2005 and based in Aix-en-Provence, France, SuperSonic Imagine is an innovative, multinational medical imaging company dedicated to developing a revolutionary ultrasound system: the Aixplorer®. This system leverages a unique MultiWave® technology that enables the user to detect, characterize and, in the future, treat palpable and non-palpable masses. MultiWave technology is based on combining two types of waves: an ultrasound wave that provides exceptional imaging in B-mode, and a shear wave, ShearWave® Elastography, which measures and displays the stiffness of tissue in kilopascals\*. ShearWave Elastography is user-skill independent with reproducible results. Aixplorer is CE mark approved since 2008 and has FDA clearance since 2009 and has several clinical applications: breast (and 3D breast), thyroid, abdomen, liver, musculo-skeletal, prostate, and gynaecological (excluding obstetrics).

SuperSonic Imagine has both a direct sales and distribution network worldwide, including Hologic Inc. (Nasdaq: HOLX) for the breast care market in the USA and Canon Marketing in Japan. SuperSonic Imagine holds the exclusive right, title and interest to 25 international patents and submissions in diagnostic imaging and therapy applications. Company investors include Edmond de Rothschild Investment Partners (EdRIP), Auriga Partners, Crédit Agricole Private Equity (CAPE), NBGI Ventures, Bioam, Mérieux Développement, Wellington Partners, Innobio, Canon (NYSE:CAJ), and IXO Private Equity.

For further information about SuperSonic Imagine please visit our website:

**[www.supersonicimagine.com](http://www.supersonicimagine.com)**

<http://www.supersonicimagine.fr> [http://www.youtube.com/watch?v=oF9xZPZai\\_s](http://www.youtube.com/watch?v=oF9xZPZai_s)

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