

PR7960**20th February 2008****MANCHESTER INNOVATORS MAKE BREAKTHROUGH FOR WOMEN**

A piece of software developed in Manchester that can detect osteoporosis by automatically reading routine dental X-rays has secured a deal that could see it help millions of women world-wide.

The technology, Osteodent, which is being commercialised by UMIP (The University of Manchester's IP commercialisation company), has secured a deal with Swedish company Crebone AB for the rights to sell the software until 2010.

The software is designed to increase the detection rates of osteoporosis, which can be treated effectively if identified early. Currently, most women with osteoporosis don't realise they have the condition until late in the disease when they suffer a bone fracture of the spine, hip or wrist. In the UK alone, there are an estimated 3.5million suitable dental X-ray examinations carried out each year.

The University of Manchester received a €1.4m EU grant in 2003 to conduct a study of 670 women's X-rays in the UK, Sweden, Belgium and Greece. The results of the study, which have recently been published, show that Osteodent is the most accurate method for identifying individuals with osteoporosis using dental X-rays and clinical markers.

Since the results of the European study were announced there has been a high level of interest in the product. German dental company, KaVo, is currently undertaking an audit project using Osteodent software that is aimed at improving dentists diagnostic abilities.

Osteodent has been developed by The University of Manchester's Dr Hugh Devlin, Dr Jim Graham, Dr Danny Allen and Professor Keith Homer. The initial idea was conceived 18 years ago. UMIP now has two patents on the software, one for North America and one for the rest of the world. Osteodent won the BioNow Healthcare Project of the Year 2007, sponsored by TrusTech.

Professor of Oral and Maxillofacial Imaging, Keith Homer said: "Currently it tends to be only 'the worried well' or those with well-informed GPs whose osteoporosis risk is properly assessed. Osteodent will open up the opportunity of being tested to millions of women who attend a dentist and would otherwise not be tested.

"We're very excited about this product because we know it has enormous potential. As Osteodent works as part of a routine dental appointment it could have substantial benefits for our NHS financially. In countries with private healthcare systems, Osteodent could also be very lucrative to dentists."

Professor Stuart C. White, Chair of Oral and Maxillofacial Radiology at UCLA School of Dentistry in the USA commented: "Osteoporosis affects millions of aging men and

women worldwide. Since a large fraction of adults seek dental care annually, Osteodent offers the opportunity to screen many individuals for early signs of osteoporosis. This is a truly exciting development.”

For more information contact Dr Stephen France at UMIP on 0161 606 7249.

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Note to Editors:

UMIP

The University of Manchester Intellectual Property Limited (UMIP) is the managing agent of The University of Manchester for intellectual property commercialisation. UMIP's role is to enhance the scale and quality of The University's intellectual property development and commercialisation activities.

UMIP consists of faculty oriented business management teams backed up by a central corporate office which provides company secretarial, marketing, legal and financial expertise.

Its activities include:

- Manages Intellectual Property on behalf of the University.
- Identifies, protects and evaluates the commercial potential of research from all faculties.
- Commercialises Intellectual Property via the most appropriate route: sale, licence or spin -out.
- Holds the University's patent budget and manages its Proof of Principle awards and its seedcorn investment funds.
- Has access to an extensive network of industry experts, professional advisers and investors.
- Offers a spin-in activity which manages IP on behalf of partner and collaborative institutes.

UMIP has over a 20 year history of IP commercialisation (it was previous known as UVL and Manchester Innovation before the merger of UMIST and The Victoria University of Manchester in 2004 and is a limited company of over 30 employees which is wholly owned by The University of Manchester.

For more information visit www.umip.com

CREBONE AB

Crebone AB is a Swedish Company that develops the Jaw-X software and a method for measuring bone quality in dentistry. We also provide training and support.

WHO WE ARE

Our background is digital Imaging in dentistry, day-to-day dentistry, scientific work in computerised images. We work close to scientists from different countries.

THE BUSINESS CONCEPT

By offering software that measures bone quality in digital dental X-rays, we provide a way to easily and cost efficient detect osteoporosis in a large part of the population at risk.

We offer two methods within the same Jaw-X software:

Jaw-X PANO

The Osteodent method developed and patented by The University of Manchester. This method utilizes Panoramic X-rays.

Jaw-X IO

Our own patented Jaw-X method is used where the measure is performed on an intraoral X-ray.

History

The Project started in the spring of 2006 and the product was launched October 26th 2006.

Website

www.Jaw-X.com

CEO is Anders Berggren