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LED Medical Diagnostics' VELscope® Vx Receives 2015 Pride Institute's "Best of Class" Technology Award

The VELscope Vx Earns Prestigious Designation for 5th Consecutive Year

ATLANTA, GA – July 13, 2015 – LED Medical Diagnostics Inc. ("LED Medical" or "the Company"), has proudly announced that its VELscope® Vx Enhanced Oral Assessment System has received the Pride Institute's "Best of Class" Technology Award, making 2015 the fifth consecutive year that the VELscope has received this distinction as the market-leading device for adjunctive oral screening. The VELscope is one of only two products to have a five-year run as "Best of Class," putting the device among very elite company.

Now in its seventh year, the "Best of Class" Technology Award continues unparalleled in its integrity and approach to recognizing excellence in dental innovation. "Best of Class" honorees are chosen by a panel comprised of leading voices in dental technology, who come together each year to discuss, debate and decide what products merit recognition. All technology categories are considered, but if there is no clear differentiator that sets a product apart in its category, then no winner is selected.

"To be honored as 'Best of Class' is a sign that a product has revolutionized, simplified or advanced its category in a distinctive way," said Dr. Lou Shuman, 'Best of Class' founder. "The manufacturers represented here are driving the conversation for how dental practices will operate today and in the future. The foundation for our success in bringing attention to these products has always been our formula: technology leadership in dentistry, unbiased, and not for profit."

The panel consists of five dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; Dr. Flucke; Paul Feuerstein, DMD, writer, speaker and Technology Editor for *Dentistry Today*; Marty Jablow, DMD, technology writer and consultant for *Dr. BiCuspid*; and Parag Kachalia, DDS, Vice-Chair of Preclinical Education, Research and Technology, University of Pacific School of Dentistry.

Panelists who receive compensation from dental companies are prevented from voting in that company's category. Over the years, the panel has developed a rapport that makes space for important conversations about value of different innovations and how evolving categories become more or less valuable to the general dentist. The spirited debate that follows results in a variety of products — obscure and well-known, basic and aspirational — being honored.

“Technology decisions can be expensive and confusing for many doctors. Our job as ‘Best of Class’ panelists is to eat, sleep, live, breath and use technology in our general practices in real, everyday dentistry. We also have a chance to show and discuss these products with dental students and colleagues,” said Dr. John Flucke, writer, speaker and Technology Editor for *Dental Products Report*. “This allows us to provide recommendations that a doctor and staff can rely on to make informed decisions regarding their technology purchases.”

“We are honored and humbled by the Best of Class’ recognition of the VELscope Vx as the top device in its class for a fifth consecutive year, a feat that has been achieved by only one other product over the course of the award’s history,” stated Dr. David Gane, CEO of LED Medical Diagnostics. “For the VELscope to receive this recognition by a panel comprised of some of the leading minds in clinical dental technology reinforces our belief in the efficacy of the system in the modern dental practice.”

“Best of Class” Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Through print and digital media coverage, the “Best of Class” message reaches the community of 150,000 dentists through multiple touch points—in print and online—educating them about the products. Honoree participation in the “Tech Expo” at the American Dental Association’s Annual Meeting offers face-to-face interaction with the companies as well as technology-centered education provided by members of the panel as well as the esteemed consultants of Pride Institute. Courses at last year’s 2014 meeting sold out. This year’s event will be held November 5-10 in Washington, DC.

For more information on the VELscope Vx, please visit www.velscope.com.

About LED Medical Diagnostics Inc.

Founded in 2003 and headquartered in Burnaby, British Columbia, Canada, LED Medical Diagnostics Inc., through its wholly-owned subsidiaries LED Dental Inc. and LED Dental Ltd, provide dentists and oral health specialists with advanced diagnostic imaging products and software, in addition to the award-winning VELscope® Vx tissue fluorescence visualization technology. Backed by an experienced leadership team and dedicated to a higher level of service and support, LED Dental is committed to providing dental practitioners with the best technology available by identifying and adding leading products to its growing portfolio.

The Company is currently listed on the TSX Venture Exchange (TSX-V) under the symbol “LMD”, the OTCQX under the symbol “LEDIF”, as well as the Frankfurt Stock Exchange under the symbol “LME”. For more information, call 844.952.7327 or visit www.leddental.com/investor-relations.

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