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## **LED Medical Diagnostics' VELscope® Vx Receives 2016 "Best of Class" Technology Award from Cellerant for Sixth Consecutive Year**

**Vancouver, BC – July 12, 2016** – LED Medical Diagnostics Inc. ("LED Medical" or "the Company"), has proudly announced that its VELscope® Vx Enhanced Oral Assessment System with iPod touch integration has received the Cellerant "Best of Class" Technology Award (formerly the Pride "Best of Class" Technology Award). The VELscope Vx has once again been designated as the leading device for the "oral screening" category, receiving the award for a sixth consecutive year - a distinction shared by only one other product among this year's winners.

The VELscope Vx utilizes tissue fluorescence technology that is used as an adjunct to the traditional comprehensive oral examination, aiding in the enhanced visualization of a variety of oral mucosal abnormalities, including oral cancer and pre-malignant dysplasia. By incorporating the VELscope Vx into their standard oral health screening protocol, clinicians can have an additional tool to help ensure that areas of concern are detected, even those that may not be apparent or even visible with the naked eye.

"Experts agree that early detection of oral abnormalities, including oral cancer, is critical to improving the prognosis for patients," stated Wayne Rees, vice president of imaging for LED Dental. Rees continued, "When using the VELscope, clinicians are using a state-of-the-art adjunctive screening technology that can aid in visualizing areas of concern that might otherwise have gone unnoticed and it is gratifying that it has once again been rated by this panel as the top device in its segment."

The VELscope Vx's new clinical documentation system combines the VELscope Vx with an Apple iPod touch®\* and a state-of-the-art application. The VELscope Vx's iPod touch integration makes clinical documentation of both white-light and fluorescence examinations simple, while improving case collaboration with referring doctors.

"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 creating new norms for how dental practices should operate today and will in the future. Our foundation for success in bringing attention to these products remains simple: technology leadership in dentistry, unbiased, a rigorous and transparent selection process, and not for profit."

Now in its eighth year, the Cellerant “Best of Class” Technology Award (formerly the Pride “Best of Class” Technology Award) continues to lead the profession’s evolving conversation about dental technology through its recognition and education around 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. Panelists who receive consulting compensation from dental companies are prevented from voting in that company’s category.

The panel consists of five dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; Dr. Flucke, writer, speaker, and Technology Editor for Dental Products Report; 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.

“The VELscope Vx is truly a market-leading technology and is once again validated by a sixth-consecutive “Best in Class” designation,” stated Dr. David Gane, CEO of LED Medical Diagnostics. “To be awarded by a panel comprised by many of the brightest thought-leaders in dental technology is definitely an honor.”

For more information on the VELscope Vx, please visit [www.velscope.com](http://www.velscope.com).

#### **About LED Medical Diagnostics Inc.**

Founded in 2003 and headquartered in Vancouver, 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](http://www.leddental.com/investor-relations).

#### **About Cellerant Consulting Group**

Founded and led by CEO Dr. Lou Shuman, DMD, CAGS Cellerant provides strategic dental market insights, clinical expertise, implementation resources and support to accelerate growth for client dental companies. Cellerant services include new concept incubation, clinical product evaluation, product development, continuing education program development and CE sponsorship, strategic branding and marketing, online marketing, lead generation and dental media relations management. As an orthodontist and former owner of a 10-doctor multi-specialty private group practice Dr. Shuman guides clients to develop offerings that connect with and engage dental customers on a relationship level that provides sustained differentiation. Cellerant operates under a unique model that merges leading voices

in clinical product evaluation and strategic partner companies to provide a menu of services from one easily accessible network.

The “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 2015 meeting sold out. This year’s event will be held Oct. 20-23 in Denver, CO.

LED Medical Diagnostics

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*including its Annual Information Form and financial report for the year ended December 31, 2015. These and other factors should be considered carefully and readers should not place undue reliance on such forward-looking information. All forward-looking statements made in this press release are qualified by this cautionary statement and there can be no assurance that actual results or developments anticipated by the Company will be realized. The Company disclaims any intention or obligation to update or revise forward-looking information, whether as a result of new information, future events or otherwise, except as required by law.*