

PRESS RELEASE

For immediate release

NuView Radiopharmaceuticals, Inc. secures exclusive rights from Thomas Jefferson University for a tumor specific imaging agent for the diagnosis of breast and prostate cancers.

Park City, Utah, March 6th, 2008—NuView Radiopharmaceuticals, Inc. of Park City, UT (NuView) has executed an agreement with Thomas Jefferson University (Jefferson) for the exclusive distribution and commercialization rights for a tumor-specific imaging agent that assists in the diagnosis of breast and prostate tumors. NuView also intends to sponsor research at Jefferson to further develop the technology.

Among U.S. men, prostate cancer (PC) accounts for 29% of all newly diagnosed cancers. Among U.S. women, breast cancer (BC) accounts for 27% of all newly diagnosed cancers. A reliable scintigraphic agent to image PC & BC and its metastatic or recurrent lesions and to determine the effectiveness of its treatment will contribute to the management of these diseases. All human tumors over-express vasoactive intestinal peptide (VIP) and pituitary adenylate cyclase-activating peptide (PACAP) receptors known as VPAC1, VPAC2 and PAC1. In vitro/in vivo evaluations are currently under way for specific peptide analogues for PET imaging of these cancers.

Matthew Thakur, M.D., Director of Radiopharmaceutical Research and Professor of Radiology and Radiation Oncology at Jefferson Medical College of Thomas Jefferson University and past President of the Society of Nuclear Medicine, has demonstrated the clinical potential for radiopharmaceutical imaging of breast, prostate, and lung cancers. Dr. Thakur and his team have been studying the binding of the small molecule peptide PACAP to vasoactive pituitary adenylate cyclase (VPAC) receptors expressed in high density on tumors.

“The need for clinically-useful, non-invasive molecular imaging techniques specific to breast and prostate tumors is very great. Molecular imaging of these types of tumors could improve early diagnosis, staging, and monitoring of therapy in patients,” says Dr. Thakur. *(continued)*



Having tested radiolabeled PACAP as a non-invasive imaging agent in several clinical scenarios, particularly in early detection of breast tumors, Dr. Thakur's team is looking forward to expanding the Jefferson studies in prostate tumor imaging as well as for therapeutic applications. Peter Conti, M.D., NuView Medical Director said, *"In addition to its diagnostic potential, binding of a therapeutic isotope to this agent could lead to a novel targeted radiotherapeutic drug to treat breast and prostate tumors. We are looking forward to exploring both opportunities with the Jefferson investigators."*

Further studies testing of imaging techniques are also underway with patients at the Moores Cancer Center at University of California, San Diego Medical Center. *"If the Jefferson technology works as well as we hope, it will usher in a whole new generation of diagnostic PET tracers for imaging breast and prostate carcinoma using PET-CT or PET-MR in the future. The improved sensitivity and specificity of these new agents should lead to better treatment and improved patient outcome"* said William G. Bradley, Jr., MD, PhD, F.A.C.R., and Chair of Radiology at UCSD.

Thomas Jefferson University, an academic health center, was founded as Jefferson Medical College in 1824. Thomas Jefferson University is composed of Jefferson Medical College, Thomas Jefferson University Hospital, the College of Graduate Studies, and the College of Allied Health Sciences and is committed to educating healthcare and research professionals in a variety of disciplines, discovering new knowledge through translational investigations from the laboratory to the bedside and into the community. Today, this academic health center tests and treats 25,000 inpatients and more than 300,000 outpatients every year, and enrolls 2,600 future health care professionals. Thomas Jefferson University Public and private funding of Jefferson research exceeds \$64 million annually. Since its founding, Jefferson Medical College has awarded more than 26,000 medical degrees and has more living graduates than any other medical school in the nation. For more information please visit www.jefferson.edu.

Established in 1979, the Rebecca and John Moores UCSD Cancer Center is one of just 39 National Cancer Institute-designated Comprehensive Cancer Centers in the United States. Such centers are prominent among the leading institutions in the nation dedicated to scientific innovation and clinical excellence. UCSD is affiliated with the San Diego VA Healthcare System which provides care and services to more than 38,000 veterans in San Diego and Imperial Counties. For more information please visit www.cancer.ucsd.edu.

NuView Radiopharmaceuticals, Inc. is a Utah-based, life sciences company focused on identifying and developing emerging novel diagnostic or targeted therapies. It partners with private enterprise and university-based researchers whom it believes have developed promising new products which may offer significant improvement over current diagnostic or therapeutic approaches for cardiology and cancer disorders. For more information please visit www.nuviewinfo.com.