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superDimension Launches Second Generation iLogic™ Electromagnetic Navigation Bronchoscopy System to Detect and Diagnose Lung Cancer

Technology provides more sophisticated software platform to improve navigation and positioning

Minneapolis, MN, November 2, 2009 - superDimension, Inc.®, a private company that develops minimally invasive interventional pulmonology devices, announced today the launch of the iLogic System for early lung cancer detection and diagnosis. The device is the second generation version of inReach™, superDimension's electromagnetic navigation bronchoscopy (ENB) minimally invasive tool. The core technology for both inReach and iLogic extend beyond the capabilities of the traditional bronchoscope to distant, previously inaccessible regions of the lungs, and enables physicians to locate small lung lesions for diagnostic testing. superDimension debuted the iLogic™ system at the American College of Chest Physicians (CHEST) annual meeting in San Diego and the American Society for Radiation Oncology (ASTRO) Conference in Chicago.

Improvements offered by the iLogic include a new software platform with a simplified positioning and navigational system that improves ease of use and further enhances visualization for the pulmonologist. The virtual 3-D bronchial tree made possible with the technology extends deep into the lungs reaching more than 17 airway generations. Further, the customized high-definition views available with iLogic offer physicians multiple navigation perspectives to improve detection and diagnosis. A 26-inch high-definition wide screen format allows six viewports to be displayed simultaneously, including one video input, enabling the physician to evaluate positional data and optimize central and peripheral guidance within the lung.

“We believe the more elegant and simplified iLogic software will surpass the needs of the pulmonologists who find inReach invaluable for the treatment of their patients,” said Daniel J. Sullivan, president and Chief Executive Officer. “As medical professionals become more comfortable and familiar with ENB, we believe the introduction of iLogic will further ignite enthusiasm for adoption of the system and ultimately, improve patient outcomes. “

superDimension is exhibiting at the American College of Chest Physicians (CHEST) annual meeting in San Diego at booth 819 and the American Society for Radiation Oncology (ASTRO) Conference in Chicago at booth 3216.

About Lung Cancer

According to the Centers for Disease Control (CDC), “Lung cancer is the leading cause of cancer deaths in the United States, causing more deaths than breast cancer, prostate cancer and colon cancer – the next three deadliest cancers combined. Each year, approximately 200,000 patients are newly diagnosed with lung cancer in the United States and an additional 160,000 patients die from the disease.” The company notes, this is in addition to the millions of patients who are currently on watchful waiting with an undiagnosed spot on their lung.

For more information about lung cancer and its diagnosis, please visit www.spotonyourlung.com.

About superDimension

superDimension, Inc. is a Minneapolis-based, privately held company that develops and markets catheter based devices for use in the minimally invasive diagnosis and treatment of early stage lung cancer and other diseases, using the patient’s natural airways to avoid surgery. For more information, please visit www.superdimension.com.

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