



Press Release

## **MEDIAN Technologies and South Texas Accelerated Research Therapeutics Sign Collaborative Agreement**

*MEDIAN's Lesion Management Solutions (LMS) medical image management software will be used for image interpretation and management during Phase I oncology trials conducted by South Texas Accelerated Research Therapeutics (START)*

**SOPHIA ANTIPOLIS, France - SAN ANTONIO, US - December 3, 2013** – MEDIAN Technologies (ALMDT), a leading medical imaging software solutions developer and a service provider for image interpretation and management in oncology clinical trials and clinical routine, today announced it has signed a three-year collaborative agreement with South Texas Accelerated Research Therapeutics (START). With centers located in San Antonio, Texas, Shanghai, China and Madrid, Spain, START conducts the world's largest Phase I medical oncology program, putting more than 400 patients per year in Phase I trials. The mission of START is to accelerate the development of new anticancer drugs that will improve the quality of life and survival for patients.

Today, medical images are instrumental in evaluating whether a patient responds or not to therapy. According to the terms of the agreement, MEDIAN's LMS software application will be used for image interpretation and management during Phase I oncology trials conducted by START. The objective is to provide START with best-in-class imaging tools to better assess patient response to therapy based on the implementation of standard imaging criteria, such as RECIST<sup>1</sup>, and advanced imaging biomarkers, such as tumor volume. In the growing area of oncology drug research, advanced imaging biomarkers provide early efficacy indications and support data-driven Go/No Go decision making, which is of critical importance.

*'We are very proud and enthusiastic about the agreement we have signed with START,'* said Fredrik Brag, Chairman and Chief Executive Officer of MEDIAN Technologies. *"START's reputation for excellence and innovation through technology make them an ideal partner for us. We believe that our LMS application provides immense value for better assessing oncology patients' response to therapy in clinical trials. The addition of our LMS applications to START's current capabilities will bring tremendous combined value to the Phase I setting. Having accurate quantitative information from images helps sponsors make the right decisions regarding the pursuit of research on a given molecule, which ultimately benefits patients."* he added.

*"START also is proud to have signed this agreement, and to be working with MEDIAN Technologies,"* said Dr. Anthony Tolcher, Director of Clinical Research for START. *"This innovative imaging technology nicely complements our web-based real-time delivery of clinical trial data and will assist our clinical trial sponsors to objectively verify responses in real-time and, we believe, help many of them identify*

---

<sup>1</sup> RECIST : Response Evaluation Criteria in Solid Tumors – Introduced in 2000 by an International Working Party to standardize & simplify tumor response criteria in oncology trials, RECIST is widely accepted as a standardized measure of tumor response. RECIST criteria has been revised in 2010 (RECIST 1.1. version)



*opportunities for breakthrough designation. Imaging has a growing significance in phase I oncology trials, so adding LMS to our arsenal of innovative tools will provide sponsors with valuable data that will support not only the early phase decision making, but also help lay the groundwork for follow-on, late phase trials.” Dr. Tolcher added.*

**About South Texas Accelerated Research Therapeutics:** START operates the largest, global, 24-hour Phase I research organization focused on accelerating the development of new anticancer drugs with the purpose of improving quality of life and survival for patients with cancer. START operates under the leadership of Dr. Anthony W. Tolcher, Dr. Amita Patnaik, Dr. Kyriakos P. Papadopoulos and Dr. Drew Rasco, and consists of a team of highly trained staff with extensive experience in Phase I clinical trials research. For more information please visit [www.startthecure.com](http://www.startthecure.com). For information on START Shanghai, visit [www.startshanghai.cn](http://www.startshanghai.cn) and for information on START Madrid visit: [www.startmadrid.com](http://www.startmadrid.com).

**ALMDT**  
**LISTED**  
**NYSE**  
**ALTERNEXT**

**About MEDIAN Technologies:** MEDIAN Technologies provides advanced imaging solutions for diagnosing and monitoring cancer patients in clinical trials and in routine clinical practice. MEDIAN collaborates with institutes at the cutting edge of medical imaging, including the French National Institute for Computer Science and Control (INRIA), the University of Chicago, and the Swiss Federal Institute of Technology in Lausanne, Switzerland (EPFL). MEDIAN is present in the market through direct and indirect sales of its LMS solutions and through alliances with specialist cancer centers in Europe and the US. MEDIAN has a strategic partnership with Canon for the development of new technologies, and a strategic partnership with the world’s largest CRO to offer integrated imaging services for clinical trials to customers worldwide.

Based in Sophia Antipolis, France, MEDIAN was founded in 2002 by Fredrik Brag (CEO), Gérard Milhiet, and Arnaud Butzbach. The company has a staff of 45, over half of whom work in R&D, and has a US-based subsidiary in the Boston area. MEDIAN has received the label "Innovative company" by OSEO and is listed on NYSE Euronext Paris' Alternext market (ISIN: FR0011049824, ticker: ALMDT). For more information on MEDIAN, please visit: [www.mediantechologies.com](http://www.mediantechologies.com)

## CONTACTS START

### START

Anthony W. Tolcher, M.D., President  
(210) 593-5255  
[atolcher@start.stoh.com](mailto:atolcher@start.stoh.com)

### Press

Kelly Morris  
[kellymorrispr@gmail.com](mailto:kellymorrispr@gmail.com)

## CONTACTS MEDIAN Technologies

### MEDIAN Technologies

Fredrik Brag, CEO  
+ 33 492 906 582  
[fredrik.brag@mediantechnologies.com](mailto:fredrik.brag@mediantechnologies.com)

### Press

**ALIZE RP**  
Caroline Carmagnol  
+ 33 664 189 959  
[caroline@alizerp.com](mailto:caroline@alizerp.com)

### Investors

**ACTIFIN**  
Anaïs de Scitivaux  
+ 33 1 56 88 11 14  
[adescitivaux@actifin.fr](mailto:adescitivaux@actifin.fr)

Christian Berg  
+ 33 170 225 386  
[christian@alizerp.com](mailto:christian@alizerp.com)