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## **Orasi Medical (R) Expands into Tokyo with an Innovation that May Solve Some of Japan's Major Medical Problems in the Growing Elderly Population**

A USA Medical Company is Heading to Tokyo with its Revolutionary Technology to Measure Brain Function for Tracking Alzheimer's Disease by Doing a Non-Invasive Magnetic Brain Scan

TOKYO--([BUSINESS WIRE](#))-- Orasi Medical (R) ("Orasi"), [www.orasimedical.com](http://www.orasimedical.com), a clinical-stage pharmaceutical services company that develops technology to measure brain function for tracking Alzheimer's disease and other brain related disorders, today announced the opening of its new Tokyo office on September 14, 2009. The new office will allow Orasi Medical (R) to aid Japanese pharmaceutical companies in developing medicines for CNS diseases, such as Alzheimer's disease, Multiple Sclerosis, Schizophrenia, Parkinson's disease, and Migraine. After receiving \$6 million in funding to date, the Red Herring 2009 Award, reviews by the Economist<sup>1</sup> and Star Tribune<sup>2</sup>, and offering the only non-invasive 10 minute test that tracks Alzheimer's disease progression for use in clinical trials, which is backed by peer-reviewed scientific publications<sup>3,4,5,6</sup>, Orasi Medical (R) is on a roll to tackle one of the biggest medical problems to face Japan and the rest of the world: Alzheimer's disease.

Orasi Medical's new office in Tokyo will initially focus on the clinical service to pharmaceutical companies in the Asia Pacific (Japan) and EU. Powered by its Synchronous Neural Interaction Test (SNI Test)<sup>(TM)</sup>, patients can receive a highly accurate and objective assessment of brain function (94% sensitivity and 90% specificity for differentiating between Alzheimer's disease patients and healthy controls) with a quick, 10-minute MEG (magnetoencephalography) scan. Orasi Medical (R) has a clear message," the SNI Test<sup>(TM)</sup> coupled with our clinical trial management services offers the simplest and cheapest solution for pharmaceutical and medical companies to measure treatment effect and develop efficacious Alzheimer's drugs for the elderly in a non-invasive way." The company plans to offer additional technology components in the near future, including its integrated online data reporting and analytics platform.

"With the fastest growing aging population in the world, the Japanese market is a growing focal point for many of the pharmaceutical and medical companies who are determined to reach this population and solve this economic and medical crisis. We look forward to solving this problem by providing the only non-invasive test that tracks Alzheimer's disease progression from early stage to late stage which may lead to better treatments for Alzheimer's." said Joseph G Baxter, Representative Director for Asia Pacific and EU for Orasi Medical (R).

Japan's Aging Population: Based on current projections, Japan's population will undergo rapid aging over the next several decades. According to U.N. estimates, unless birthrates rise, it is predicted that Japan's total population will shrink from its current size of 127 million to 102 million by the year 2050 with 60% of the population being 60 years or older with a median age of 55.8 years.<sup>7</sup> About one-third of Japanese over the age of 85 will have either Alzheimer's disease or dementia. With Japan having over 30,000 centenarians this year, dementia rates, along with other medical problems, will incapacitate a huge, growing portion of the population, placing significant strain on government resources.<sup>8</sup>

Research at the University of Minnesota in 2007 showed that patients with a range of brain disorders including multiple sclerosis, Alzheimer's and schizophrenia can be distinguished from healthy people, by measuring the magnetic fields outside the head using MEG followed by Orasi's SNI Test<sup>(TM)</sup>. As reported at the International Conference on Alzheimer's Disease (ICAD)<sup>9</sup>, Orasi Medical's recent preliminary clinical study found statistically significant changes in brain function due to Aricept (donepezil, Eisai's #1 blockbuster) treatment. Currently, the SNI Test<sup>(TM)</sup> also is able to distinguish between the healthy, mild, moderate and severe Alzheimer's disease groups which will be useful for patients, medical doctors and initially pharmaceutical companies.

"Our expansion into the fast growing Japanese market presents significant future revenue growth opportunities for the company and greatly expands our footprint in the Asia-Pacific region," said Shawn Lyndon, Chairman and CEO of Orasi Medical (R).

In opening its Tokyo office, Orasi (R) leveraged its relationship with the Japan External Trade Organization (JETRO), a trade and investment promotion organization that helps foreign-based businesses establish operations in Japan, which provides advisory services and economic incentives to the company.

The new Tokyo office will be located at the JETRO Invest Japan Business Support Center, Room No.9; Ark Mori Building 7F, 1-12-32 Akasaka, Minato-ku, Tokyo 107-6006 (The Office will be located here until 28<sup>th</sup> October). For more information, contact Joseph G Baxter at 03-3582-4949 or [joseph.baxter@orasimedical.com](mailto:joseph.baxter@orasimedical.com).

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About Orasi Medical (R), Inc.

Orasi Medical (R), Inc. provides clinical biomarkers ("diagnostic tests") to measure the effect of neurological treatments and track the progression of neurological disorders. Our test supports improved clinical development of neurological treatments through high-resolution measurement of brain function, providing a robust and reproducible endpoint for evaluating drug mechanism, pharmacodynamics, and efficacy. Quite simply, Orasi (R) provides a better way of measuring brain function. For more information, please visit [www.orasimedical.com](http://www.orasimedical.com)

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