



For Immediate Release:

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PDx BioTech Launches OraStrip™ QuickCheck Canine

Introducing a revolutionary new diagnostic in veterinary dental care

Lexington, KY (12/12/11) – PDx BioTech today announced the launch of OraStrip QuickCheck Canine, a revolutionary new diagnostic in veterinary dental care. OraStrip QuickCheck Canine is the first detection and monitoring device for active periodontal disease in dogs. The product is for professional use only.

OraStrip QuickCheck Canine is a rapid, point-of-care device that provides early detection of the presence and severity of periodontal disease in dogs. Designed for use with or without sedation, OraStrip QuickCheck Canine easily detects periodontal infection that may go undetected or underestimated during a visual clinical exam.

The product can also be used to monitor the effectiveness of periodontal disease treatment. By providing early detection and the ability to monitor the effectiveness of treatment, OraStrip QuickCheck Canine can aid in preventing the progression of periodontal disease in dogs.

“Periodontal disease is the most frequently encountered – but inadequately diagnosed – serious health problem in dogs,” said Russell Sexter, CEO of PDx BioTech. “This revolutionary new product provides quick detection of what’s occurring below the gum line. If periodontal disease can be diagnosed and treated before it progresses beyond Stage One, it can be reversible,” he said.

OraStrip QuickCheck Canine uses the company’s proprietary quickstrip technology, directly measuring the concentration of chemicals produced by the metabolism of anaerobic bacteria that cause periodontal disease. OraStrip changes color in the presence of these bacterial metabolites, with an intense color reflecting severe periodontal infection. OraStrip QuickCheck Canine is easy to use and provides results within 10 seconds.

“Prevention and maintenance of oral health disease lead to a healthier dog and better quality of life,” said Dr. Katherine Queck, Fellow of the Academy of Veterinary Dentistry. “OraStrip QuickCheck Canine is an easy to use product that detects and monitors active periodontal disease in dogs. This is an exciting product that veterinarians can use to improve the dental care of their canine patients,” she said.

“OraStrip QuickCheck Canine is the culmination of six years of innovative product development,” said Leslie Herzog, President and COO of PDx BioTech. “With OraStrip QuickCheck Canine, we have succeeded at providing an essential tool to improve client compliance with veterinarian-recommended dental services. We now look forward to bringing to market further innovations from our product pipeline that will heighten professional and consumer awareness of the critical importance of oral health.”

About PDx BioTech

PDx BioTech is a privately held diagnostics company headquartered in Lexington, KY. The company's proprietary quickstrip technology enables point-of-care diagnostic applications for the rapid detection and ongoing monitoring of oral health conditions. PDx BioTech's vision is to develop and commercialize innovative biomedical technologies that improve overall health. The company's first commercial entry is in the companion animal market segment. OraStrip™ QuickCheck Canine is the first quickstrip for use by veterinary professionals in the detection and monitoring of active periodontal disease in dogs.

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