

**PRESS KIT**

****

**Media Contact**

**Sanam Riahi**

Marketing Director

Profound Medical Corp

2400 Skymark Avenue, Unit #6

Mississauga, Ontario, Canada

L4W 5K5

sriahi@profoundmedical.com

T 647.476.1350, Ext. 439

**About Profound Medical Corp.**

Profound Medical is a Canadian medical device company that has developed a unique and minimally invasive treatment to ablate the prostate. Profound’s novel technology combines real-time MR imaging with transurethral, robotically-driven therapeutic ultrasound and closed-loop thermal feedback control. It provides a highly precise treatment tailored to patient-specific anatomy and pathology. This method of prostate ablation offers short treatment times and low morbidity, allowing for fast patient recovery. For more information, visit [profoundmedical.com](http://www.profoundmedical.com/)

**Profound Medical Corp. Background Information**

MRI-Guided TULSA

<http://www.profoundmedical.com/tulsa>

Management Team

<http://www.profoundmedical.com/about-us/#managementTeam>

Board of Directors

<http://www.profoundmedical.com/about-us/#board>

Clinical Advisory Board

<http://www.profoundmedical.com/about-us/#clinical>

[Brochure – An Inside Out Approach to Prostate Ablation.pdf](http://www.profoundmedical.com/wp-content/uploads/2015/05/BrochureEmailable_PDF.pdf)

[Phase 1 Clinical Trial Results Presentation 2015.pdf](http://www.profoundmedical.com/wp-content/uploads/2015/05/Phase1ClinicalTrialResultsPresentation2015.pdf)

News

<http://www.profoundmedical.com/newsroom/>

**Images**

The Procedure Heating Pattern



**Images**

(continued)

Thermal Ablation TULSA-PROTM device



**Frequently Asked Questions**

**Q. *What does TULSA stand for?***

**A**. Transurethral Ultrasound Ablation

**Q. *What is TULSA-PROTM?***

**A**. TULSA-PRO™ is the medical device. MRI-Guided TULSA is the procedure.

**Q. *Does the procedure treat prostate cancer?***

**A**. The procedure is for patients with localized, organ-confined prostate cancer. TULSA-PRO™ is used to ablate the cancerous and non-cancerous prostate tissue.

**Q. *How does MRI-Guided TULSA differ from HIFU?***

MRI-Guided TULSA uses a transurethral approach, ablating the prostate from the inside-out. HIFU is transrectal, and focuses the ultrasound energy from the outside-in, through the rectal wall which is the exact tissue you want to avoid heating.

TULSA is MRI-guided from treatment planning through to treatment assessment. Most importantly, MRI thermometry provides real-time quantitative temperature measurements within the prostate, allowing closed-loop active temperature feedback control of the ablation volume. HIFU does not have temperature feedback control.

MRI-Guided TULSA delivers directional but not focused ultrasound directly to the prostate gland, ensuring a contiguous ablation volume with no cold spots between sonications. This also allows a larger volume of tissue to be heated in a short amount of time, ultimately resulting in short treatment times of approximately 40 minutes. HIFU, on the other hand, scans discrete focal areas of ablation across the prostate in a sequential fashion. Overlap between these discrete sonications is important to avoid cold spots, and ultimately results in long treatment times of approximately 3 hours.

**Q. *Is the procedure currently available?***

**A**. Yes. TULSA-PRO™ currently has CE mark approval and is available commercially in Europe. The product does not yet have regulatory approval in North America.

**Q. *Profound Medical became a public company in June 2015. Where can I find the current share price?***

**A**. The current share price can be found by searching for the ticker symbol “PRN” at <http://web.tmxmoney.com/quote.php?qm_symbol=PRN>

**Profound Medical Social Media Channels**



[www.linkedin.com/company/profound-medical-inc](http://www.linkedin.com/company/profound-medical-inc)



[www.youtube.com/results?search\_query=profound+medical](http://www.youtube.com/results?search_query=profound+medical)

TULSA-PROTM has CE Marking. Regulatory Authorization is pending for all other jurisdictions.