



FOR IMMEDIATE RELEASE: PMI appoints new CEO

Profound Medical Inc. (PMI) a company pioneering a unique, minimally invasive approach for the treatment of prostate cancer announced today that Mr. Steven Plymale will assume the role of Chief Executive Officer of the company. Mr. Plymale will assume overall leadership and oversight of day-to-day operations of the company. Paul Chipperton, the founding CEO, will transition to a newly formed role of Chief Business Officer (CBO). In this new role, Paul will assume responsibility for the increasing business development activities and engagement of key strategic partnerships.

Mr. Plymale brings over two decades of operational and executive management experience focused in the development and commercialization of medical devices. Prior to joining PMI, he most recently served as Vice President & General Manager of Xltek, (*a division of Natus Medical Incorporated*) a neurology solutions provider to hospitals, clinics and other healthcare environments. He has also played pivotal roles in several other healthcare companies such as Cryocath Technologies and Cedara Software.

Mr Plymale stated, "I am delighted to join PMI at this exciting stage in their growth. I look forward to leveraging the strength of a cutting edge team and accelerating the advancement of this important new technology."

Mr. Damian Lamb, chairman of the board stated, "Steve is a strong leader with a proven track record. As a member of PMI's board for the last three years, Steve has a cultivated a solid understanding of the company, its technology and strategy going forward. We look forward to working with Steve as we accelerate towards the goal of proving our technology in the clinical environment".

About PMI

PMI's innovation is a new medical device that allows for a rapid, minimally-invasive, out-patient procedure for the treatment of prostate cancer. PMI's technology is set to enter clinical trials in the USA and Canada in the near future.

The technique, combining the image quality of Magnetic Resonance Imaging (MRI), with thermal ultrasound as the treatment tool, affords highly accurate and precise treatment within the prostate gland, achieved in a very short time span in an out-patient setting, and without the need for any form of conventional invasive surgery.

For more information please contact Paul Chipperton:

T: 647 291 8545

E: pchipperton@profoundmedical.com