Medifocus Inc. Announces Launch of New Website

The Associated Press

Medifocus, Inc. (OTCQX: MDFZF), (TSX VENTURE: MFS) (Medifocus or the Company), a commercial stage, revenue producing biotechnology company focused on the use of focused microwave for the development and commercialization of minimally invasive systems for the treatment of cancerous and benign tumors, is pleased to announce the launch of its new website, available at www.medifocusinc.com [1].

The new website highlights the Company's progress as it begins to generate revenue from its recently acquired Prolieve® Thermodilatation System for the treatment of BPH (Benign Prostatic Hyperplasia). BPH is a medical condition resulting from an enlarged prostate which is common among males over 50 years of age. The new website also shares the Company's clinical strategy for the completion of its existing Phase III trial for the commercialization of its APA 1000®, System, which focuses on the treatment of breast cancer. An updated corporate presentation has been placed within the investor section and can be found at http://medifocusinc.com/?page_id=338 [2].

Dr. Augustine Y. Cheung, President and CEO of Medifocus, commented, "In the past two quarters we have made tremendous revenue growth with the rollout of our Prolieve® Thermodilatation System, which focuses on the treatment of BPH. This 45-minute office procedure has been approved as an alternative to drug therapy. We look forward to sharing this progress through our newly designed website."

Cheung continued, "We believe that, in addition to achieving a solid update on our therapeutic programs, visitors will now be able to achieve a clear understanding of how our substantial patent portfolio positions us favorably within our sector of the cancer therapeutic market and affords us tremendous growth opportunity as we further develop our heat treatment technologies."

About Medifocus, Inc.

Medifocus develops and commercializes minimally invasive, unique focused heat treatment systems used in treatment of cancerous and benign tumors, and enlarged prostate, or Benign Prostatic Hyperplasia ("BPH").

The Company owns two technology platforms with comprehensive US and international patent protection: The "Endo-thermotherapy Platform" and the "Adaptive Phased Array Microwave Focusing Platform". Based on these platform technologies, the Company has developed two advanced therapeutic products: the Prolieve® system for the treatment of BPH, and the Adaptive Phased Array (APA)-1000 system for treatment of breast cancer.

The U.S. FDA-approved Prolieve® System (www.prolieve.com [3]) is a medical device based on endo-thermotherapy that both heats the prostate and dilates the prostatic urethra. The heating plus dilatation treatment offered by the Prolieve® System is the only minimally invasive treatment which offers both immediate and long term relief of symptoms due to enlarged prostate (BPH) in men. The clinical indication received for Prolieve® from the FDA is an "alternative to drug therapy." With this indication, the Prolieve® System is a revenue generating device based product which can have the potential of catering to the $8 billion non-surgical prescription drug therapy market for treatment of BPH.

The APA-1000 uses precisely focused and controlled microwave energy to shrink breast cancer tumors without side effects on the surrounding tissues to produce better treatment outcomes. The Company has received regulatory approvals to complete, and has now begun the APA 1000's pivotal Phase-III clinical trials. Successful completion of the phase III trial will lead to commercial approval (PMA) of the product.

The Company is currently focusing on increasing revenue from the Prolieve® system for the treatment of BPH and completing the APA 1000 breast cancer system's Phase III study. For more information, visit www.medifocusinc.com [1].

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[1] http://www.medifocusinc.com
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