



IMAGIN MEDICAL TO BEGIN TESTING OF i/BLE™ IMAGING SYSTEM ON ANATOMICAL BLADDER MODELS

- New Video, Podcast Episode Available on Imagin Medical's Website -

Vancouver, B.C. and Boston, MA, July 15, 2020 – Imagin Medical (CSE: IME) (OTCQB: IMEXF) (Frankfurt & Stuttgart Symbol: DPD2) ("Imagin" or the "Company") today announced that it will begin testing the i/Blue™ Imaging System using anatomical bladder models to confirm simultaneous white and blue light image display.

The anatomical bladder models simulate pathologic defects representing bladder cancer tumors that have absorbed an imaging agent which fluoresces when exposed to blue light. Imagin will use these bladder models to 1) conduct extensive optical and image benchtop testing; 2) verify the i/Blue System's production of separate white and blue light images; and 3) conduct virtual demonstrations for evaluation by leading urologists.

"This testing brings us closer to conducting our first live subject studies later this year while we continue to introduce i/Blue's capabilities to the medical community," said Jim Hutchens, Imagin's President and CEO.

The Company also announced that it has posted on its website an [animated short](#) that illustrates the differences between the current visualization technology and the i/Blue System. Another addition is a "StockTalk" [podcast](#) that Stockhouse Media recently published on its website.

Mr. Hutchens added, "While today's blue light imaging has been shown to identify over 24% more tumors than white light, the high cost of equipment and the need to toggle or switch between white and blue light images helps explain why its use is limited. Imagin expects that i/Blue will greatly expand adoption of blue light technology due to its additional features and ease-of-use. We encourage investors to view the animated short and listen to the StockTalk podcast in order to gain a better understanding of i/Blue's value proposition, as well as Imagin's plans to bring this game-changing technology to market."

About Imagin Medical

Imagin Medical is a surgical imaging company focused on advancing new methods of visualizing cancer during minimally invasive procedures. The Company believes its first product, the i/Blue™ Imaging System, with its proprietary optics and light sensors, will greatly increase the efficiency and accuracy of detecting cancer for removal, helping to reduce recurrence rates. The Company's initial focus is bladder cancer. Learn more at www.imaginmedical.com.

Forward-Looking Statements

Information set forth in this news release contains forward-looking statements. These statements reflect management's current estimates, beliefs, intentions and expectations; they are not

guarantees of future performance. The Company cautions that all forward-looking statements are inherently uncertain, and that actual performance may be affected by a number of material factors, many of which are beyond the Company's control. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Specifically, there is no assurance the Company's imaging system will work in the manner expected. Except as required under applicable securities legislation, the Company undertakes no obligation to publicly update or revise forward-looking information. The CSE has neither approved nor disapproved the information contained herein and does not accept responsibility for the adequacy or accuracy of this news release.

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