



For Immediate Release

### **ADM Diagnostics Invited to White House for BRAIN Initiative Conference**

September 30, 2014 – Chicago, IL – Dawn Matthews, CEO of ADM Diagnostics, a global centralized CNS imaging core lab and diagnostic services provider, has been invited to attend the BRAIN (Brain Research Through Advancing Innovative Neurotechnologies) Initiative event to celebrate the progress being made by the Federal government, universities and research institutes, foundations, the private sector, and others to advance the goals of the organization. ADMdx is enabling the early, accurate diagnosis of Alzheimer’s Disease and improving drug development success to treat dementia, using proprietary advances in brain image analysis technology.

The White House instituted the “BRAIN” Initiative, a new research effort to revolutionize our understanding of the human mind, in April 2013. The goal of the initiative is to identify new ways to treat, prevent, and cure brain disorders such as Alzheimer’s, schizophrenia, autism, epilepsy, and traumatic brain injury. “The track record for bringing new Alzheimer’s drugs to market is extremely poor,” said Ms. Matthews. “A recent study published by Dr. Jeffrey Cummings in the journal *Alzheimer’s Research & Therapy* showed that 99.6% of compounds in clinical trials failed between 2002-2012. The lack of correct diagnosis of trial participants and their widely varying rates of worsening have contributed to these failures. ADM Diagnostics’ ADAPTct™ image analysis and complementary tools have been developed to allow earlier, more accurate disease identification, predict likely rate of worsening, and provide more accurate evaluation of drug effect.”

## About ADM Diagnostics, LLC

ADM Diagnostics (ADMdx) is a privately held company in Chicago, IL that has developed proprietary brain image analysis technology for the earlier, more accurate identification of dementia and evaluation of drug effects. ADMdx provides imaging studies and image data analysis to pharmaceutical companies who are developing new drugs, and to academic collaborators. ADMdx is also developing a diagnostic for use by physicians, with support from the National Science Foundation, that will use one or more types of brain images to support dementia diagnosis and prognosis in the clinic.

For more information please contact Craig Pennington at [cpennington@admdx.com](mailto:cpennington@admdx.com) or visit the website at [www.admdx.com](http://www.admdx.com).

### ***Cautionary Note Regarding Forward-Looking Statements***

*The statements contained herein may include statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements.*