

For Immediate Release

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Grand Forks Firm Advances to *Final* Round in New Ventures BC Competition

A bio-sensor probe that can locate inflamed areas of the skin and measure the physiological characteristics in order to treat and manage pain has advanced **Grand Forks** start-up, ASSESSx Technology Ltd. (ATL), to the final round of the 2007 New Ventures BC Competition.

Medical massage therapist Jocelyn Cowie, who owns Ponderosa Pines Mountain Spa Institute in Grand Forks, B.C., is the inventor of the new probe, which combines four FDA-approved diagnostic instruments into one. The patented probe measures four physiological characteristics and can immediately detect a patient's subjective pain that does not show up in other medical diagnostic tests such as CT scans, multiple resonance imaging (MRI), ultrasound and mammography.

Cowie entered the New Ventures BC competition in April to learn more about commercializing her business idea. The technology business idea competition is one of the largest in North America, offering \$135,000 in cash and prizes, including the BC Hydro \$60,000 first-prize package, the Enbridge \$38,000 second-prize package, a \$17,000 third prize and the BC Hydro \$20,000 sustainability prize.

ATL is one of 10 finalists. To win, the finalists must convince a jury of venture capitalists, financiers and angel investors that their business idea is commercially viable and that they can execute it in the marketplace. Four winners, to be announced September 26 at a gala reception in Vancouver, will share \$135,000 in prizes.

Established by SFU Business, the competition is operated by the non-profit BC Ventures Society and made possible through the generous support of private and public sponsors, as well as volunteer mentors and judges.

For more information, visit www.newventuresbc.com.