

**For Immediate Release**

## **MedX Health Announces Initiation of Laser Acupuncture Study for Controlling Addiction**

*North American Trial will Determine Effectiveness of Laser Acupuncture  
in Reducing Addiction to Nicotine, Alcohol and Drugs*

**Mississauga, ON – January 22, 2009 – MedX Health Corp., (TSXV.MDX)** a global leader in developing drug free, non-invasive low level laser and light therapy for tissue repair and pain relief, today announced that the company has received FDA Institutional Review Board (IRB) approval to study the effectiveness of laser acupuncture for addiction to nicotine, alcohol and drugs. This study, to be launched in both Canada and the United States, will be an open, multi-center trial treating patients with addictions to assess the effectiveness of using the MedX laser probe as a means of controlling the need for these substances.

The most common addictions are to legal substances, including nicotine, alcohol and drugs such as prescription painkillers. Each can lead to a number of debilitating conditions and even death.

“While the use of laser therapy in addiction is not a new concept, it has not been well-documented and it is important that MedX conduct these meaningful studies to confirm the efficacy of our laser and established treatment protocols for these addictions. This would lead to a more cost-effective way to treat addiction,” states Steve Guillen, president and CEO of MedX Health. “This is just the beginning of a number of trials we plan to launch in laser acupuncture with our MedX laser probe. Our goal is to institute a safe and effective standard of care for those suffering from substance abuse and the serious medical conditions that can result from drug, alcohol, and smoking addictions,” adds Guillen.

“Each clinic that participates in the study will use our MedX laser probe with established protocols and will be responsible for documenting and sending us data regularly, which will be analyzed and published on a yearly basis.” explains Anita Saltmarche, RN, MHSc, vice president of clinical and scientific affairs.

### **About the trial**

The MedX multi-center trial will determine the effectiveness of laser acupuncture for treating a number of major health conditions that significantly contribute to morbidity and mortality. Drug, alcohol, and smoking addictions cost individuals, society and the health care system millions in treating these addictions, including various cessation programs.

MedX will be working with sites across the US and Canada to enroll patients interested in participating in studies using low level laser therapy for auricular acupuncture for smoking, drug or alcohol abuse.

The comprehensive addiction treatment program and study includes well-established staff education and training, marketing materials and innovative low level laser technology to ensure a high quality, standardized treatment protocol. The research results will assist in guiding clinical practice and increasing the likelihood of successful outcomes for patients experiencing an array of significant health issues.

## **About Laser Auriculotherapy**

Laser Auriculotherapy is the stimulation of points on the external ear and in some cases meridian points in other parts of the body, to aid many health conditions, especially pain, stress and addiction. Based on years of experience experts believe that this stimulation will lead to a reduction in the patient's need for the substances. The reduced cravings outcome with laser auricular acupuncture is based on the recent observation that the ear represents a door into the endocrine and autonomic nervous systems. In 1997, a consensus panel of the US National Institutes of Health gave approval to the practice of acupuncture, which included an evaluation of those studies which supported the use of ear acupuncture for pain and addiction.

## **About Tobacco, Alcohol and Drug Addiction**

According to the Centers for Disease Control, tobacco use remains the leading preventable cause of disease and deaths in the US, causing approximately 440,000 premature deaths each year resulting in 13.2 years of potential life lost for male smokers, and 14.5 years lost for female smokers. This is associated with an estimated \$192 billion in annual medical expenditures and lost productivity.

A study published in the Journal of the American Medical Association in 2004 found that excessive alcohol consumption is the third leading preventable cause of death in the United States and is associated with multiple adverse health consequences, including liver cirrhosis, various cancers, unintentional injuries, and violence. In 2001, an estimated 75,766 alcohol-attributable deaths (AADs) and 2.3 million years of potential life lost, or approximately 30 years of life lost on average per AAD, were attributable to excessive alcohol use in 2001.

According to the National Institutes for Drug Abuse, addiction to alcohol, nicotine, and illegal substances cost Americans upwards of half a trillion dollars a year, considering their combined medical, economic, criminal, and social impact. Every year, abuse of illicit drugs and alcohol contributes to the death of more than 100,000 Americans.

## **About MedX**

MedX Health is a global leader in the design, manufacturing and distribution of quality low level laser and light therapy technology for use in numerous medical settings that provide patients with non-invasive, drug-free solutions for improving clinical outcomes. MedX's innovative Laser/Light Therapy devices not only enhance the rehabilitation process and clinical outcomes for people seeking relief from pain and other physical ailments, but can now help individuals to overcome addictions.

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