



**Press Release**

**April 12, 2011**

### **Optima Advances to Cade Prize for Innovation Final Four**

*Alachua, FL* – Optima Neuroscience, Inc., a privately held medical device company focused on the development of brain monitoring technologies, announced today that the company has been chosen as one of four finalists in the 2011 Cade Prize for Innovation. After advancing to the Cade Prize “Sweet Sixteen,” Optima submitted a business plan that was used to determine the “Final Four.” This plan focused on the development and commercialization plans for Optima’s second product line the CereScope™ brain monitor. The CereScope product will utilize the Company’s proprietary seizure prediction and detection technology in a portable stand-alone brain monitoring system designed specifically for use in intensive care units, emergency rooms, and other critical care environments where routine neurological monitoring can greatly improve the care of patients suffering from brain injuries.

“Optima is honored to have been chosen as one of the 2011 Cade Prize for Innovation finalists,” said Dr. Ryan Kern, Optima President and CEO. “The caliber of our competitors was humbling and a testament to the life-changing research that is being conducted at the University of Florida.” Dr. Kern further explained that, “winning the prize would allow Optima to accelerate the development of our CereScope product and elevate the opportunity to become a first-mover in our market.”

### **About Optima**

*Optima Neuroscience is a medical device company producing a line of revolutionary brain monitoring products. Based in Alachua, FL, the company is commercializing technology originally invented by researchers at the renowned University of Florida McKnight Brain Institute. As pulse oximeters revolutionized the monitoring of lung function, Optima’s products will enable non-specialist care providers to rapidly and accurately obtain critical information about the status of the brain. Visit our website at [www.optimaneuro.com](http://www.optimaneuro.com).*

*For more information about Optima Neuroscience, please contact Dr. Ryan Kern at [rkern@optimaneuro.com](mailto:rkern@optimaneuro.com) or (352) 371-8281.*

### **About the Cade Prize for Innovation**

*The 2<sup>nd</sup> Annual Cade Prize for Innovation consists of a \$50,000 cash award, funded through a grant from the Gainesville Community Foundation, and one year free membership and office space with the Gainesville Technology Enterprise Center (GTEC) incubator program, provided by the Gainesville Area Chamber of Commerce and Council for Economic Outreach, through the Innovation Gainesville program. The winner of the 2011 Cade Prize for Innovation will be announced May 12, 2011.*