



# Press Release

TSXV: ADK

*For immediate distribution*  
Source: DIAGNOS inc.

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## DIAGNOS signs agreement with Alliance Global to cover UAE and other Middle East and African countries.

Brossard, Quebec, Canada – March 31, 2011 - DIAGNOS inc. (“DIAGNOS” or “the Corporation”) (TSX Venture: ADK), a leader in the use of artificial intelligence and advanced knowledge extraction techniques, announced today the signature of a partnership agreement with Alliance Global FZ LLC (AGBL) for the sales of CARA in the Middle East and Northern Africa countries (MENA region).

Dubai-based AGBL is a group of companies with a mission to improve the lives of the Middle East and Africa region’s inhabitants through novel biomedical technologies and services. AGBL is the region’s first organization with field presence in North & South Africa, Egypt, the Gulf and Levant areas, having region-wide application based product support and creating opportunities for users across the region to interact with one another. The AGBL team is from the region, understands its needs, culture, challenges, and speaks its languages. The AGBL team is made up of medical doctors, pharmacists, lab technologists & technicians, biomedical engineers and industry experts with extensive experience nationally and internationally making AGBL the region’s largest science-based organization targeting biomedical technology users in the Middle East and Africa.

“With their innate understanding of the region, the region’s healthcare needs and challenges, as well as the languages and cultures, we believe that AGBL is an excellent partner for us to achieve and maintain significant traction in these populous markets. AGBL is run by physicians who truly understand the intricacies of selling healthcare and scientific products and solutions, and with our support, we are confident that we will achieve mutual success. By leveraging their already present sales and support workforce, we will also achieve an optimal cost to benefit formula. Furthermore, as part of our agreement, AGBL will leverage existing resources and investments to deploy an image interpretation “grading” service for accounts in the region which is another material benefit of the agreement,” said Peter Nowacki, DIAGNOS Vice-President.

“It is extremely important for us to work with partners who are established in their respective regions and who can allow us to ‘hit the ground running’ so that we can be present without establishing our own costly local operations, and perhaps more importantly to leverage sales forces already present and connected to clients in the area. Dealing with a single partner who can sell CARA in almost 30 countries is major advantage for us. AGBL will be starting in eleven (11) specific countries including: UAE, Qatar, Bahrain, Jordan, Syria, Lebanon, Iraq, Palestine, Iran, Pakistan and Yemen,” said Andre Larente, DIAGNOS President.

AGBL is headquartered in Dubai, UAE in the Dubai Biotechnology and Research Park (DuBiotech), the Middle East’s first and foremost Science and Business Park dedicated to global Life Science DuBiotech, while territory and country managers are based in the field at partner organizations throughout the region. AGBL operates through a comprehensive network of partner companies who carry the corporate brand and vision into their respective territories and work with region-wide product/service managers responsible for implementing region-wide strategies and synergies.



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“We are extremely pleased to work with DIAGNOS to deploy CARA as a screening solution to one of the region’s most pressing healthcare issues, and we firmly believe we will achieve not only our mission of improving the lives of the Middle East and Africa region’s inhabitants through novel biomedical technologies and services, but we will also generate mutual shareholder value,” said Dr. Tamer Degheidy, AGBL Group Chief Executive and Founder.

### About DIAGNOS

Founded in 1998, DIAGNOS is a publicly traded Canadian corporation with a mission to commercialize technologies combining contextual imaging and traditional data mining thereby improving decision making processes. DIAGNOS offers products, services, and solutions to clients in a variety of fields including natural resources, healthcare, and entertainment.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.

For further information, please visit our website at [www.diagnos.com](http://www.diagnos.com) or the SEDAR website at [www.sedar.com](http://www.sedar.com). You may also contact:

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