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**FOR IMMEDIATE RELEASE**

## **Bracco Imaging collaborates with a major academic medical center on improving patient care through new protocols for Computed Tomography (CT) imaging**

Milan, Italy, July 31, 2018 - Bracco Imaging S.p.A., a global leader in diagnostic imaging, announced today that has entered into a research collaboration with the Duke University School of Medicine (Durham, North Carolina, U.S.) to improve patient care in Computed Tomography imaging.

As part of the collaboration, Bracco will work with Duke on a research program aimed at developing a viable software tool to automatically and predictively estimate iodine enhancement, radiation dose, and image quality for individual patients undergoing a contrast enhanced Computed Tomography imaging procedure.

“We look forward to this collaboration in which we will seek to identify new protocols for CT imaging that will hopefully be shown to improve the care of patients,” said Dr. Ehsan Samei, Professor of Radiology and Medical Physics at Duke University School of Medicine, and the lead scientist of the collaboration. “This research will introduce a mechanism by which we hope to demonstrate and validate improvements in image quality and safety in contrast enhanced CT examinations through advanced modeling of contrast perfusion through human body.”

“We are proud that Duke, recognized as a world leader in the field of imaging techniques, has agreed to work with Bracco as its key partner for such an important goal”, said Fulvio Renoldi Bracco, Chief Executive Officer at Bracco Imaging. “We strongly believe that Duke’s expertise in advanced imaging applications will contribute to transform patient care by keeping the interest of the patient in the forefront of advanced diagnostic CT imaging.”

This collaboration agreement will further accelerate such a pioneering research effort that could evolve into commercial embodiments for advanced contrast enhanced CT imaging technologies. Moreover, this agreement will strengthen Bracco’s commitment in developing new software based solutions to enhance radiologist workflow and improve patient outcomes.

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## **About Bracco Imaging**

Bracco Imaging S.p.A., part of the Bracco Group, is one of the world's leading companies in the diagnostic imaging business. Headquartered in Milan, Italy, Bracco Imaging develops, manufactures and markets diagnostic imaging agents and solutions that meet medical needs.

Bracco Imaging offers a product and solution portfolio for all key diagnostic imaging modalities: X-ray Imaging (including Computed Tomography-CT, Interventional Radiology, and Cardiac Catheterization), Magnetic Resonance Imaging (MRI), Contrast Enhanced Ultrasound (CEUS), Nuclear Medicine through radioactive tracers. The diagnostic imaging offer is completed by several medical devices and advanced administration systems for contrast imaging products in the fields of radiology.

The Company operates in more than 100 markets worldwide, either directly or indirectly, through subsidiaries, joint ventures, licenses and distribution partnership agreements. With an on-going research covering all key modalities, Bracco Imaging has a strong presence in key geographies: North America, Europe and Japan operating through the Joint Venture Bracco-Eisai Co. Ltd. The Company also operates in Brazil, South Korea, and China through the Joint Venture Bracco Sine Pharmaceutical Corp. Ltd.

Operational investments have been made in order to achieve top quality and compliances with a sustainable eco-friendly production. Manufacturing activities are located in Italy, Switzerland, Japan, China, and Germany.

Bracco Imaging is an innovative Research and Development (R&D) player with an efficient process oriented approach and a track record of innovation in the diagnostic imaging industry. R&D activities are managed in the three Research Centres located in Italy, Switzerland, and the USA.

To learn more about Bracco Imaging, visit [www.braccoimaging.com](http://www.braccoimaging.com).

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