



Redesigned Web Site Helps MIR Preclinical Services Highlight Educational Resources and Imaging Services

Distribution Source : PrimeZone MediaDate : Monday - February 28, 2005

ANN ARBOR, Mich., Feb. 28, 2005 (PRIMEZONE) -- MIR Preclinical Services (MIR) is pleased to announce its redesigned website is now live at www.molecularimaging.com. The site was modified to provide more information about MIR's comprehensive services and advanced technologies. These technologies are available to scientists in need of preclinical in vivo pharmacology and innovative preclinical imaging services.

Frank Urban, manager of business development at MIR, stated that "The website was redesigned with the client in mind. We are often asked what makes MIR different from other similar contract research organizations (CROs). The modified website highlights our expertise in cancer research, drug discovery, pharmacology and imaging." Additionally, more detailed information is provided about MIR's state-of-the-art facilities and equipment. Mr. Urban continued, "We feel we've created a valuable educational resource to help our clients understand how imaging technologies can be applied to their drug discovery efforts."

MIR is a CRO specializing in the preclinical evaluation of novel anti-tumor agents. The company boasts management with over 60 years of major pharma cancer drug discovery experience, and is a leader in the integration of traditional anti-cancer efficacy testing with clinically relevant imaging services to provide new insights to drug discovery and development. MIR offers a wide array of tumor models including human tumor xenograft, syngeneic, and transgenic tumor models. The company is unique in its ability to apply state-of-the-art, non-invasive imaging modalities including magnetic resonance imaging (MRI), X-ray micro-CT and soon, high resolution small animal PET to visualize biological processes such as signal transduction, apoptosis and angiogenesis. MIR's mission is to provide its

clients with an integrated, non-invasive correlation of efficacy with pharmacodynamics (mechanism of action) directly applicable to clinical trial.

CONTACT:

MIR Preclinical Services

924 North Main Street

Ann Arbor, MI 48104

(734) 821-1063

www.molecularimaging.com

frank@molecularimaging.com