

Press release

Linköping, Sweden, November 30, 2009

Canon Marketing Japan to distribute Sectra MicroDose Mammography

Sectra today announces a partnership agreement with Canon Marketing Japan, Inc., an affiliate of Canon Inc. Canon Marketing Japan is headquartered in Tokyo and has offices in all of the major cities in Japan. The company employs nearly 20,000 people and has annual sales in excess of JPY 800 billion (USD 9 billion).

Under this agreement, Canon Marketing Japan will become a distributor of Sectra's digital mammography system, Sectra MicroDose, in Japan.

"Canon Marketing Japan is an ideal partner for the distribution of our mammography products, since the company is known throughout the world for its high quality standards, has a large existing customer base and a highly respected position in Japan," says Torbjörn Kronander, President of Sectra's medical operations. "This is a strategically important move to strengthen our operations in the second largest mammography market in the world."

"Sectra MicroDose Mammography, uniquely characterized by its photon-counting technology, was the obvious choice for us. Its exceptional characteristics offer unsurpassed low dose and superior image quality, which are crucial for success in the Japanese market," says Mr. Hiroshi Shibuya, Senior Managing Director of Canon Marketing Japan. "We can confidently address market needs with this unique and highly differentiated product."

About Canon Marketing Japan

Canon Marketing Japan Inc. is the independent marketing arm of Canon Inc. - wholesaling and retailing a broad range of products developed and manufactured by Canon as well as exceptional products of foreign companies. In addition to the parent company, the Canon Marketing Japan Group currently includes 23 consolidated subsidiaries. Its operations are concentrated in the following business areas: business solutions, consumer equipment and industrial equipment. The Group seeks to boost revenue and income through more efficient operations. It therefore makes concerted efforts to expand high-revenue businesses and reduce costs through superior inventory and logistical systems. Equally important, the Group is firmly committed to strict compliance and effective, customer-oriented management. <http://cweb.canon.jp/about/index-e.html>

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About Sectra's medical operations

Sectra develops and sells IT systems and products for radiology, mammography and orthopedic departments. More than 1,000 hospitals worldwide use the systems daily, together performing over 50 million radiology examinations annually. This makes Sectra one of the world-leading companies within systems for handling digital radiology images. In Scandinavia, Sectra is the market leader with more than 50% of all film-free installations. Sectra's systems have been installed in North America, Scandinavia and most major countries in Europe and the Far East.

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About the Sectra Group

Sectra successfully develops and sells cutting-edge products in the expansive niche segments of medical systems and secure communication systems. The company was founded in 1978 and has its roots in Linköping University in Sweden. Today, Sectra has offices in 12 countries and operates through partners worldwide. Sales in the 2008/2009 fiscal year totaled SEK 863 million. The Sectra share is quoted on the NASDAQ OMX Stockholm AB exchange. For more information, visit www.sectra.com.

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