



# Manhattan Scientifics Reaches the Fork (Falk) in the Road

## Turns to a marketing wizard behind Viagra and Celebrex to commercialize its MRX technology

### August 20, 2014

ALBUQUERQUE, N.M.--Spencer Falk, whose marketing expertise was mission-critical to the blockbuster success of Viagra and Celebrex, among other medical brands, today announced that he would lead the commercialization of early cancer detection technology for Senior Scientific, a division of Manhattan Scientifics (OTCQB:MHTX). Mr. Falk previously held senior marketing positions at Pfizer and Forest Laboratories, and has had a 35-year career in the pharmaceutical and diagnostic sector fields.

Gerald Grafe, president of Senior Scientific, commented, "We're in the rapid, early-detection business, and the fastest way we know for top corporate partners to detect us is via Mr. Falk's sterling position in the medical device and pharmaceutical industry." Spencer Falk's personal contacts include senior management professionals leading oncology product development at firms including Merck, Astra-Zeneca/Medimmune, Pfizer, Esai, Johnson & Johnson and others. Mr. Falk will replace Loraine Upham.

Mr. Falk had been responsible for introducing Senior Scientific to the key oncology researchers at the MD Anderson Cancer Research Hospital, which led to their undertaking validation studies. MD Anderson received and is testing Senior Scientific's first early-detection device (called "MRX"). The technology, developed by Edward R. Flynn, PhD, provides the most specific and most sensitive method for detecting cancer currently known.

"On its basic level, MRX technology works like an ambulance," says Falk. "It saves lives by connecting patients with their required treatments in less time. But it does more: it has the potential to shift the paradigm in the rapidly expanding field of personalized medicine, where MRX may enable targeted therapies to achieve higher cure rates in appropriate patients. For these reasons, I believe Senior Scientific's technology may be in great demand from multiple sectors wishing to harness both speed and precision in "next generation" therapies."

Marvin Maslow, founder of Manhattan Scientifics, said, "Nothing succeeds like success so we recruited Spencer Falk. His addition to our team accelerates our drive to commercialization significantly. With Spencer and (president) Gerald Grafe's leadership, we've assembled the capital, the technology and the determination behind just about every success story we know. Now Senior Scientific can proceed -full speed towards doing good and doing well."

"The entire Manhattan Scientifics team is delighted to welcome Spencer Falk," said Manny Tsoupanarias, CEO of Manhattan Scientifics. "He shares our passion and vision for the future of both cancer diagnostic technology and personalized medicine. With Spencer's help, we expect to achieve market leadership positions in far less time, and with his track record for creating exceptional value we expect to delight our shareholders."



#### **About Manhattan Scientifics**

Manhattan Scientifics Inc. is located in New Mexico, New York and Montreal, is focused on the commercialization of disruptive technologies in the nano-medicine space. It has achieved several critical milestones in the development of its proprietary technology for the very early detection of cancer. The company is also at work with its licensed NYSE "partner" to commercialize medical prosthetics applications for its patented ultra-fine-grain nanotechnology metals.

#### **About Senior Scientific**

Senior Scientific, LLC (www.seniorscientific.com) is a New Mexico Company with research facilities located at the University of New Mexico Science and Technology Park in Albuquerque, New Mexico and longstanding relationships with the University of New Mexico Health Sciences Center, the Los Alamos National Laboratories, and the Center for Integrated Nanotechnology (CINT) at Sandia National Laboratory. The Company's focus is in the emerging field of molecular imaging and nanobiotechnology for the early detection and localization of cancer and other human diseases, and is the leader in a technology called Nanomagnetic Relaxometry ("NMR"). Its proprietary technologies and methods employ magnetic nanoparticles targeted towards cells associated with cancer and other diseases, and detect those cells tagged with magnetic nanoparticles through sophisticated magnetic sensors.

#### **Forward-looking statement**

This press release contains forward-looking statements, which are subject to a number of risks, assumptions and uncertainties that could cause the Company's actual results to differ materially from those projected in such forward-looking statements. Management at Manhattan Scientifics believes that purchase of its shares should be considered to be at the high end of the risk spectrum. Forward-looking statements speak only as of the date made and are not guarantees of future performance. We undertake no obligation to publicly update or revise any forward-looking statements.

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