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CellMark Theranostics Announces Corporate Renaming to Cireca Theranostics

Shift Reflects A Change In Connecting With The Market, But Not A Change In Focus

December 11, 2012, Parsippany, New Jersey – CellMark Theranostics, a leader in spectral-based tissue diagnostic technologies, announced today the corporate renaming of the business, becoming Cireca Theranostics.

The name change, however, is not indicative of a change in the company's research and focus. According to Matt Lyons, President and CEO, the change was made in order to better define Cireca in the medical space, as well as connect with potential partners and investors. "After reviewing the competitive landscape, we decided that our name, like our technology, needed to be more novel—truly distinctive in the market," he said. "And while we've moved away from CellMark, we have not moved away from our goal. That is to bring a greater volume of accurate cell- and tissue-based diagnostic, prognostic, and predictive decision-making information to market.

Founded in 2011, Cireca Theranostics is a leader in spectral-based tissue diagnostic technologies, designed to help improve the accuracy of disease diagnosis. Its advanced system has the potential to identify diseased cells at earlier stages of development, as well as provided the necessary biochemical information for more personalized and effective patient treatments.