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## Over 2 Million U.S. Adults at Risk of Heart Attacks from Vulnerable Plaque --Potential U.S. Market for Vulnerable Plaque Screening and Treatment: \$3.7 Billion

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VANCOUVER, June 8, 2009 /PRNewswire via COMTEX/ -- According to a new market research report by iData Research (www.idataresearch.net), an international medical device, dental and pharmaceutical market research firm, over two million U.S. adults are at risk of heart attacks from vulnerable plaque. In 2008, the potential market for vulnerable plaque screening and treatment was valued at \$3.7 billion.

Vulnerable plaques are fatty deposits attached to arterial walls that can rupture without warning, potentially leading to strokes or sudden cardiac arrest. Vulnerable plaque is currently regarded as a key factor in explaining sudden cardiac arrests, and the condition could be responsible for over 70% of heart attacks. In 2008, nearly ten million Americans were estimated to suffer from angina and over 2.3 million of these would be good candidates for vulnerable plaque screening and possible treatment.

"The key to growth in the vulnerable plaque market is the development and regulatory approval of screening technologies," says Dr. Kamran Zamanian, CEO of iData, "Currently, IVUS, OCT and spectroscopy are vying to become the dominant method of screening used to diagnose vulnerable plaque." The report states that a number of treatments for vulnerable plaque are being investigated, including bare metal and drug-eluting stents, the markets for which are detailed in iData's report. Commonly used pharmaceuticals include blood thinners and anti-cholesterol medications.

"By 2015, the forecasted market value for vulnerable screening and treatment will still represent less than 5% of the maximum potential market value," says Zamanian, "As a result, there will be huge potential for future growth." This information was taken from iData's recently published report series: "Global Markets for Interventional Cardiology Devices (U.S., Europe, Japan)." More information can be found by registering free on their website at <http://www.idataresearch.net/idata/registration.php> About iData Research iData Research Inc. (www.idataresearch.net) is an international market research and consulting group focused on providing market intelligence for the medical device, dental and pharmaceutical industries. iData covers research in categories such as: Interventional Cardiology, Cardiac Surgery, CRM, Peripheral Vascular, Dental, Endoscopy, Laparoscopy, Ophthalmics, Orthopedics, PACS, Patient Monitoring, Urology, Gynecology and more.

To learn more about iData, view their 3-minute Movie:

[www.idataresearch.net/discoveridata.html](http://www.idataresearch.net/discoveridata.html) SOURCE iData Research Inc.

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