



Contact:

Rick Carlson

Chief Executive Officer, ProUroCare Medical, Inc.

(952) 476-9093

rcarlson@prourocare.com

**ProUroCare to Showcase Investigational Portable Platform for its
Prostate Imaging Device at AUA 2010**

Innovative prostate imaging documentation system will be on exhibit

May 29 – June 1, 2010

MINNEAPOLIS, Minn. (May 27, 2010) – ProUroCare Medical, Inc. (OTCBB: PUMD, PUMDU and PUMDW), a provider of proprietary imaging products, today announced that it will be attending the American Urological Association (AUA) 2010 Annual Scientific Meeting in San Francisco, May 29 – June 1. At the conference, the company’s investigational prostate imaging system, the ProUroScan™, will be presented to educate urologists about the concept and potential of elasticity (or mechanical) imaging of the prostate gland. The company will also be displaying a portable version of the system that is being developed to offer health care providers additional flexibility and adaptability in utilizing the patented technology, once approved by the FDA.

The ProUroScan system is under review for market clearance by the FDA but is not currently marketed or sold in the United States. The product is intended to be used to produce an elasticity image of the prostate as an aid in documenting abnormalities of the prostate that are initially identified by digital rectal examination. The system utilizes a trans-rectal probe with pressure sensor arrays and a motion tracking system and provides real-time elasticity images of the prostate. This system is a documentation tool.

According to Rick Carlson, CEO of ProUroCare, “The AUA Annual Meeting is a perfect venue for physicians to try the ProUroScan system on simulated prostate models.”

The AUA, founded in 1902, is the foremost professional association for the advancement of urologic patient care, and works to ensure that its more than 16,000 members are current on the latest research and practices in urology.

About ProUroCare Medical, Inc.

ProUroCare Medical, Inc. is a publicly traded company engaged in the business of creating innovative medical imaging products. The company’s current focus is the ProUroScan prostate imaging system, which is used to map abnormalities of the prostate detected by DRE. Based in Minneapolis, Minn., ProUroCare is traded on the OTCBB.

###

This news release contains certain "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are typically preceded by words such as "believes," "expects," "anticipates," "intends," "will," "may," "should," or similar expressions. These forward-looking statements are not guarantees of ProUroCare's future performance and involve a number of risks and uncertainties that may cause actual results to differ materially from the results discussed in these statements. Factors that might cause ProUroCare's results to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to, the ability of ProUroCare to find adequate financing to complete the development of its products; the high level of secured and unsecured debt incurred by ProUroCare; the dependence by ProUroCare on third parties for the development and manufacture of its products; and other risks and uncertainties detailed from time to time in ProUroCare's filings with the Securities and Exchange Commission including its most recently filed Form 10-K and Form 10-Q. ProUroCare undertakes no duty to update any of these forward-looking statements.