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**HERSPACE BREAST IMAGING ASSOCIATES
ANNOUNCES NEW, ADVANCED BREAST CANCER DIAGNOSIS CAPABILITIES**

*Imaging with Breast-Specific Gamma Imaging (BSGI) device means faster, more cost-effective diagnosis
and possibly better outcomes for patients*

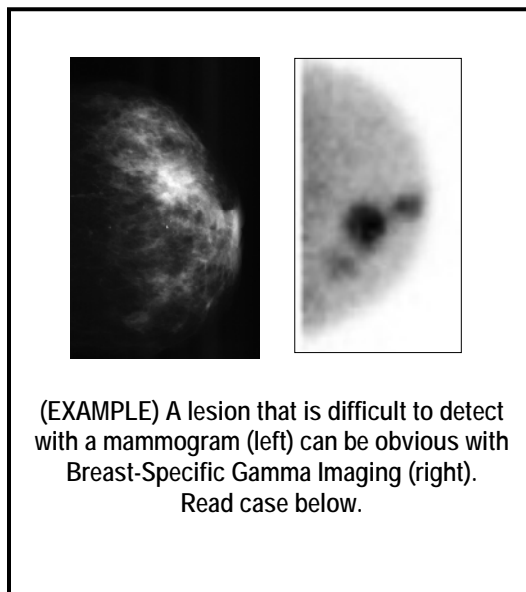
January 2010. HerSpace Breast Imaging Associates today announced the acquisition of an advanced tool for detecting breast cancer, the Dilon 6800[®] Gamma Camera. The Dilon 6800 will offer local women access to *Breast-Specific Gamma Imaging (BSGI)*, a procedure that helps find early stage cancers. BSGI, a molecular breast imaging technique, has been clinically proven as a follow-up technique for women with questionable mammograms. Using BSGI with the Dilon 6800, radiologists may be able to provide more accurate and quicker results than with many other types of breast cancer diagnostic tests, including ultrasound and magnetic resonance imaging (MRI). **Herspace is the first and only facility in the Monmouth/Ocean/Wall area to have this technology.**

How BSGI Works

Working on a cellular level, BSGI helps differentiate cancer from other structures or benign tissue in the breast. BSGI can assist in detecting cancers at very early stages and according to recent studies has the potential to significantly reduce the number of surgical biopsies that result in negative findings for thousands of women annually. Dr. Deutch explains "The injected Technesium radioisotope tags mitochondria cellular structures. Mitochondria are involved in cellular energy generation; they are densely packed in cancer cells, which are rapidly dividing cells requiring energy. They are not numerous in normal breast cells or cells in benign breast tumors."

BSGI Provides New Clarity

Unlike mammography, BSGI is not affected by tissue density. If further diagnostic evaluation is necessary, BSGI can help determine if an area of concern is cancerous or not. BSGI technology is especially useful for patients who have dense breasts, scar tissue, implants, or palpable lesions that cannot be detected using mammography or ultrasound.



BSGI Offers High Specificity

According to a recent study, BSGI has comparable sensitivity, but superior specificity when compared to MRI. *Sensitivity* refers to the ability of an imaging technique to detect the presence of disease. *Specificity* refers to the technique's ability to detect that disease is actually not present. Through multiple clinical studies, BSGI with the Dilon 6800® demonstrates a high sensitivity for identifying early stage cancers as small as 1 mm according to one study, and consistently records a specificity of approximately 90 percent – significantly helping to differentiate between benign and malignant lesions. BSGI is an alternative to breast MRI both for diagnostic workup and high risk screening in patients who have

1. claustrophobia,
2. pacemakers,
3. metal clips/pins precluding MRI,
4. multiple indeterminate findings on MRI, to help reduce number of negative biopsies.

According to data presented at the Radiological Society of North America (RSNA) annual meeting in November 2008, BSGI with the Dilon 6800 performs better than mammography, ultrasound and MRI for some patient populations who need additional imaging following a questionable mammogram.

In addition, a study published in the February 2009 issue of American Journal of Roentgenology found BSGI provides better sensitivity for detecting invasive lobular carcinoma (ILC) than mammography, ultrasound and magnetic resonance imaging (MRI). ILC impacts approximately 10 percent of all patients diagnosed with breast cancer.

"When our patients have a BSGI procedure, they receive a small amount of a radiotracer agent that is absorbed by all cells in the body," said Dr. Deutch, Medical Director of HerSpace Breast Imaging Associates. "Because cancerous cells have a higher rate of metabolic activity than healthy cells, they absorb a greater amount of the tracer and light up to reveal themselves as 'dark spots.' Using the Dilon 6800 high-resolution gamma camera as a complementary diagnostic tool to mammography, we can more effectively differentiate cancerous from non-cancerous tissue without a scalpel."

Mammography Still Key Screening Tool

While X-ray mammography is still the first-line screening tool for breast cancer, breast imagers can encounter challenging cases where mammography may not be fully conclusive. Mammography primarily measures differences in tissue density, but because dense tissue and cancers often display as the same color and structure on a mammogram, it may be difficult to locate masses. Ultrasound is often the next step in confirming a questionable mammogram.

Dr. Deutch M.D., Medical Director of HerSpace Breast Imaging Associates, performs more than 7000 mammograms every year, "BSGI with the Dilon 6800 Gamma Camera is a proven and effective tool in the early detection of breast cancer when mammography is inconclusive," said Dr. Deutch "BSGI is also much less expensive when compared to MRI". The Herspace nuclear medicine program operates under the guidance of Dr. Borys Krynycky who is the Medical Director of Personal Care Molecular Imaging, the premier Positron Emission Tomography (PET) center in NJ, "The combination of Molecular Imaging provided by BSGI, used in conjunction with Anatomic Imaging, provides insight into the disease process that is more powerful than either

modality alone" explains Dr. Krynycky. The BSGI program at HerSpace will begin scheduling patients in February.

About HerSpace Breast Imaging & Dr. Beth Deutch

Dr. Beth Deutch was selected as one of the top 10 Women's Imaging Specialists by Medical Imaging magazine. HerSpace Breast Imaging Associates received the Best Practice of the year Award by Physicians Practice Magazine. Our goal at HerSpace is to put women at ease while we pursue the clinical objective of detecting and diagnosing breast cancer at its earliest, most curable stage. www.herspacebreast.com

About Personal Care Molecular Imaging & Dr. Borys R. Krynycky

Dr. Borys Krynycky is also an Assistant Professor at the Mount Sinai Medical Center in Manhattan. Dr. Borys Krynycky lectures and has published extensively in many aspects of Nuclear Medicine, including Breast Lymphoscintigraphy and Positron Emission Tomography. His facility provides unparalleled insights into the status of malignancy in the entire body should it be discovered, through optimized imaging technology and unique protocols no one else in the state provides.

About Dilon Technologies®

Dilon Technologies Inc. is bringing innovative new medical imaging products to market. Dilon's cornerstone product, the Dilon 6800, is a high-resolution, compact gamma camera, optimized to perform BSGI, a molecular breast imaging procedure which images the metabolic activity of breast lesions through radiotracer uptake. Many leading medical centers around the country are now offering BSGI to their patients, including: Cornell University Medical Center, New York; George Washington University Medical Center, Washington, D.C.; and The Rose, Houston. For more information on Dilon Technologies please visit www.dilon.com