



## **HALO Breast Pap Test to Be Featured on Rachael Ray TV Show**

**IRVINE, Calif. – Aug. 27, 2008** – The HALO™ Pap Test for the Breast -- which helps assess a woman's risk of developing breast cancer -- will be featured next week on the daytime talk show.

The segment will air Sept. 2 and will include Lisa Masterson, M.D., an ob/gyn in Santa Monica, Calif.

“We are pleased to have Dr. Masterson introduce HALO on national TV. It provides a great opportunity to spread the word to women about the importance of risk assessment in the fight against breast cancer,” said John Stroh, president and CEO of NeoMatrix, which makes the HALO system.

HALO is FDA-cleared for the collection of nipple aspirate fluid for cytological evaluation. Like the Pap test for cervical cancer, HALO looks for cellular changes years before breast cancer might develop.

Multiple studies have shown that if a woman has abnormal cells in the breast ducts, she has a 4-5 times greater risk of developing breast cancer. Some studies concluded that the risk is even higher when combined with a family history of breast cancer.

Early detection of breast cancer is the key to improved survival, yet 70 percent of diagnosed women have no identifiable risk factors other than age. Risk assessment with HALO enables women and clinicians to take control of breast health. Designed for women age 25 and older, the simple, 5-minute test is typically performed as part of the annual well-woman visit in a physician's office.

HALO is not intended to diagnose breast cancer or replace regular screening mammography or breast exams. It is a tool that helps identify women with precancerous changes who have a high risk of developing breast cancer. All women, regardless of their risk assessment, should undergo routine screening as recommended by their healthcare provider.

To learn more about the test and locate a physician who offers it, visit [www.PapTestForTheBreast.com](http://www.PapTestForTheBreast.com) or call (877)-HALOPAP.

The HALO segment on *Rachael Ray* will also promote *The Doctors*, a new medical daytime talk show premiering Sept. 8. The show will feature Dr. Masterson and other medical professionals as they discuss a range of health-related topics. The team includes plastic surgeon and reconstructive surgery expert

Andrew Ordon; pediatrician James Sears; and ER physician Travis Stork -- also known for his starring role on the popular ABC primetime series *The Bachelor*.

*The Doctors* is Executive-Produced by Jay McGraw, Carla Pennington and Dr. Phil McGraw.

**About NeoMatrix**

NeoMatrix© develops innovative devices that allow women and their doctors to promote optimal breast health. The HALO Breast Pap Test is the first fully automated, noninvasive breast disease-screening device designed for use in the primary care setting. For further information, visit [www.neomatrix.com](http://www.neomatrix.com).

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