

## **BREAST PAP TEST AT THE SAN DIEGO RACE FOR THE CURE**

**IRVINE, Calif. – Nov. 26, 2007** – Irvine-based NeoMatrix will give consumers their first look at the HALO™ Breast Pap Test at the San Diego Race for the Cure on December 2, 2007. The HALO™ Breast Pap Test is the only fully automated, noninvasive breast disease screening device designed for use in the Primary Care setting as part of an annual well-woman visit. By the time breast lumps are felt or found on a mammogram, they are no longer in the earliest, most treatable stage. HALO™, a five-minute test, enables detection of abnormal cells up to 8 years before a lesion might be visible on a mammogram, allowing the patient a chance at intervening earlier than otherwise possible, or possibly preventing breast cancer from occurring.

“We are extremely excited to participate in such an excellent event. Race for the Cure is a great opportunity for us to show our support and dedication to the fight against breast cancer,” said Shari Sandberg, Director of Marketing for NeoMatrix.

Several San Diego OBGYNs have already begun to offer the test including Steven Drosman, MD. “Since implementing the HALO™ test, we’ve identified several women at risk who would otherwise remain undetected—none of whom had other risk factors,” added Dr. Drosman. “By identifying these patients, we can send them to a breast center where they can be managed as high-risk patients, something breast specialists do routinely. The ability to identify women at risk and improve their management can have a profound impact on breast health.”

Once a woman is identified as high-risk, management strategies include increased surveillance, which means more frequent testing and, perhaps, more powerful imaging tools. HALO™ is a complement to current screening methodologies; while this does not replace mammograms, HALO™ can be used on younger women who are not yet having mammograms, or on pre-menopausal women who have dense breasts where mammogram sensitivity is not particularly high. Identifying a small percentage of women for closer scrutiny provides the woman and her clinician the opportunity to be proactive regarding this significant health concern.

Other local providers include: Women’s Integrated Health – Angelica Zaid, MD, Sieu Truong, MD, Samina Makani, MD; Maria Castillo, MD, Robin Wedberg, MD, Scripps Clinic Carmel Valley, and Colette Eastman, MD. For a complete list of providers or for more information, please stop by the HALO booth or visit [www.paptestforthebreast.com](http://www.paptestforthebreast.com).

**About NeoMatrix, LLC**

Based in Irvine, Calif., NeoMatrix© develops innovative devices that allow women and their Ob-Gyns to promote optimal breast health. The company's premier product, the HALO Breast Pap Test System, is the first fully automated, noninvasive breast disease screening device designed for use in the primary care office setting. The System has been FDA cleared for the collection of nipple aspirate fluid for cytological evaluation for the determination and/or differentiation of normal versus pre-malignant versus malignant cells. For further information, visit [www.neomatrix.com](http://www.neomatrix.com).

# # #

**Media Contacts:**

[pr@neomatrix.com](mailto:pr@neomatrix.com)