

FOR IMMEDIATE RELEASE

Addition of MR-Guided Vacuum-Assisted Breast Biopsy System at InView Medical Imaging Brings Needed Technology to Bay Area.

August 1, 2007 – Fremont, CA

InView Medical Imaging of Fremont, CA is pleased to announce the addition of the ATEC® MRI-Guided Vacuum-Assisted Breast Biopsy system. InView Imaging is one of the first imaging centers in Northern California to offer this sophisticated, MR-guided breast biopsy and excision system. Coupled with their breast MR (magnetic resonance imaging), this dedicated breast system fulfills a need in the bay area advanced imaging techniques in the diagnosing of breast cancer.

Breast cancer is the second most common form of cancer in women, affecting one in every seven women in the United States. This year, an estimated 1.7 million women will have a breast biopsy procedure. While every woman carries with her the risk of breast cancer, it is reassuring to know that more than 80% of all breast abnormalities are benign or non-cancerous. These statistics are precisely the reason that open surgical biopsy is no longer the necessary first line of treatment.

Image-guided biopsy continues to gain prominence as a mainstream imaging technique, especially in breast biopsy procedures for women with dense breast tissue and at high-risk for breast cancer. MR-guided breast biopsy is usually a preferred alternative to surgical biopsy. It is used when ultrasound or mammogram (stereotactic) guided biopsy is not appropriate because the area of concern is not well seen by mammogram or ultrasound. Sometimes, MR-guided biopsy is called for when an abnormality is seen only on a breast MR and cannot be visualized by ultrasound or mammogram.

InView is fulfilling the need for faster procedures and better safety with most exams completed in 30-40 minutes for multiple lesion biopsies. MR-guided breast biopsy costs less than a surgical biopsy, can be done in less than an hour and has no potential complications. More than 10,000 MRI-guided breast biopsies are expected to be performed this year and industry experts forecast a 45-70 percent increase in 2007.

“I believe more physicians will begin adopting this technique as clinical research studies begin to show the benefits of breast MR in high-risk screening and pre-operative evaluation for disease found in one or both breasts,” said Dr. Rory Satterfield.

About InView Medical Imaging

InView Medical Imaging is Fremont’s Premier diagnostic imaging center. Since it’s opening in 2005, we’ve quickly become the imaging center of choice for physicians and patients in the Fremont community and greater East Bay Area. InView Medical Imaging offers a range of imaging services, including MRI, CT, Ultrasound and Bone Density as well as procedures such as Biopsy Exams, Interventional Radiology Procedures and Radiofrequency Ablation.

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