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## **Guided Therapeutics Introduces LuViva™; New Branding for Cervical Disease Detection Technology**

WASHINGTON, D.C. (May 2, 2011) – [Guided Therapeutics, Inc.](http://www.guidedinc.com) (OTCBB & OTCQB: GTHP), unveiled the new name and new industrial design for its non-invasive and painless test for the early detection of cervical precancer. LuViva™ will be on display at The American College of Obstetricians and Gynecologists (ACOG) Clinical Meeting in Washington, D.C. through May 4, 2011.

“We believe that the new name and new design reflect the exciting and advanced nature of the technology and will appeal to women and healthcare professionals around the world,” said Mark L. Faupel, Ph.D., CEO and President of Guided Therapeutics, Inc. “We invite everyone to view the new design and logo on our web site at [www.guidedinc.com](http://www.guidedinc.com).”

LuViva™ Advanced Cervical Scan is the full name for the new cart design. The name for the single-use calibration and patient interface is the LuViva Cervical Guide. Guided Therapeutics and LuViva™ are located at booth 621.

As previously announced, Dr. Leo B. Twiggs, professor in the Department of Obstetrics and Gynecology at the University of Miami, Miller School of Medicine, is scheduled to present *Study Results of a New Test for Cervical Dysplasia: Potential Impact on Patient Management*, at ACOG on May 2<sup>nd</sup> from 2 p.m. to 4 p.m.

The technology, which consists of a base unit and single-patient-use calibration disposable, scans the cervix with light to identify cancer and pre-cancer painlessly and non-invasively. Guided Therapeutics’ patented biophotonic technology is able to distinguish between normal and diseased tissue by detecting biochemical and morphological changes at the cellular level. Unlike Pap or HPV tests, the Guided Therapeutics test does not require laboratory analysis or a tissue sample, is designed to provide results immediately and eliminate costly unnecessary testing.

The technology is currently under U.S. Food and Drug Administration premarket approval review. In January 2011, Guided Therapeutics was awarded ISO 13485 certification for its quality system, a precursor for the CE mark required for sales in the European Union.

EDITORS NOTE: Direct links to the LuViva logos and LuViva cart images may be found at [www.guidedinc.com/LuViva/index.htm](http://www.guidedinc.com/LuViva/index.htm)

## **Guided Therapeutics – LuViva ACOG**

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### **About ACOG**

Founded in 1951 in Chicago, Illinois, ACOG has over 52,000 members and is the nation's leading group of professionals providing health care for women. Now based in Washington, D.C., it is a private, voluntary, nonprofit membership organization. For more information, visit [www.acog.org](http://www.acog.org).

### **About Guided Therapeutics**

Guided Therapeutics, Inc. (OTCBB & OTCQB: GTHP) is developing a rapid and painless testing platform for the early detection of disease based on its patented biophotonic technology that utilizes light to detect disease at the cellular level. The company's first planned product, LuViva, is a non-invasive device used to detect cervical disease instantly and at the point of care. In a multi-center clinical trial, with women at risk for cervical disease, the technology was able to detect cervical cancer up to two years earlier than conventional modalities, according to published reports. Guided Therapeutics has also entered into a partnership with Konica Minolta Opto to develop a non-invasive test for Barrett's Esophagus using the technology platform. For more information, visit: [www.guidedinc.com](http://www.guidedinc.com).

*The Guided Therapeutics LuViva™ Advanced Cervical Scan is an investigational device and is limited by federal law to investigational use.*

*The LuViva mark, LuViva and wave logo, and "Early detection, better outcomes" are trademarks owned by Guided Therapeutics, Inc.*

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995. A number of the matters and subject areas discussed in this news release that are not historical or current facts deal with potential future circumstances and developments. The discussion of such matters and subject areas is qualified by the inherent risks and uncertainties surrounding future expectations generally and also may materially differ from Guided Therapeutics' actual future experience involving any of or more of such matters and subject areas. Such risks and uncertainties include: the early stage of products in development, the uncertainty of market acceptance of products, the uncertainty of development or effectiveness of distribution channels, the intense competition in the medical device industry, the uncertainty of capital to develop products, the uncertainty of regulatory approval of products, dependence on licensed intellectual property, as well as those that are more fully described from time to time under the heading "Risk Factors" in Guided Therapeutics' reports filed with the SEC, including Guided Therapeutics' Annual Report on Form 10-K for the fiscal year ended December 31, 2010.

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