



Early Detection, Better Outcomes

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Guided Therapeutics to Showcase LuViva™ Advanced Cervical Scan at Medica 2011

Seeking distribution partners to market new women's health technology

DUSSELDORF, Germany (October 25, 2011) – -- [Guided Therapeutics, Inc.](#) (OTCBB & OTCQB: GTHP), developer of a rapid and painless testing platform that uses biophotonics for the early detection of disease, today announced plans to showcase the LuViva™ Advanced Cervical Scan product at the Medica 2011 International Trade Fair taking place November 16-19 in Dusseldorf, Germany.

The company plans to meet with qualified distributors interested in representing LuViva in select markets around the world, in anticipation of its 2012 international market launch. The LuViva booth is located in the [USA Pavilion in Hall 16/D18-8](#).

“As we prepare to file for the CE Mark, which allows for the sale of LuViva in Europe, we plan on finalizing the selection of several qualified European distributors who have experience introducing new products to the women's health market in their respective countries,” said Melissa White, International Distribution Manager for Guided Therapeutics. “Based on our strong clinical results and market studies, we believe that LuViva will appeal to distributors looking to meet the growing demand of providing products that improve efficiency and the level of patient care in markets worldwide.”

To schedule appointments, contact Melissa White at +1-770-242-8723, EXT 324, or e-mail mwhite@guidedinc.com.

About LuViva

LuViva scans the cervix with light to identify cancer and pre-cancer painlessly and non-invasively. Unlike Pap or HPV tests, LuViva does not require laboratory analysis or a tissue sample, and is designed to provide results immediately, which eliminates costly, painful and unnecessary testing. LuViva is designed for use in a referred population which has undergone initial screening and is called back for follow up - called a colposcopy examination - which in many cases involves taking a biopsy of the cervix. Based on its clinical trial results, LuViva could eliminate about 40% of unnecessary follow up procedures and could identify serious cervical disease up to two years earlier than the standard of care.

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About Medica

Medica is an annual medical trade fair held yearly in Dusseldorf, Germany. It is represented as the largest medical product trade show in the world with more than approximately 138,000 visitors and 4,400 exhibitors. For more information, visit <http://www.medica-tradefair.com/>

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 is the LuViva™ Advanced Cervical Scan, 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.

The LuViva Advanced Cervical Scan and Barrett's Esophagus technology are investigational devices and are limited by federal (U.S.) law to investigational use.

The LuViva mark, LuViva and wave logo 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, and subsequent quarterly reports.

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