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Guided Therapeutics to Introduce New Cancer Detection Technology at Medica 2009

LightTouch™ to be shown to international distributors, physicians and healthcare purchasers

NORCROSS, GA (November 2, 2009) – [Guided Therapeutics, Inc.](#) (GT) (Pink Sheets: GTHP) today announced plans to introduce its LightTouch™ non-invasive cancer detection technology at Medica 2009 in Düsseldorf, Germany November 18 - 20, 2009.

GT will be showcasing the LightTouch Cervical Neoplasia Detection System in anticipation of a 2010 international launch. GT intends to meet with medical device distributors with gynecological market expertise, as well as government purchasing officials, in order to better understand the cervical cancer market structure in the various countries.

The company is also looking to identify physicians who specialize in colposcopy and cervical disease management in the interest of establishing partnerships for multinational clinical studies involving the LightTouch.

“We believe the LightTouch will significantly improve the standard of care in the area of cervical pre-cancer detection in a wide range of market settings,” said Mark L. Faupel, Ph.D., President and CEO of GT. “Our experience in launching new non-invasive detection technology indicates an international product launch - while the technology is undergoing U.S. FDA premarket review - permits us to have an earlier, positive affect on woman’s healthcare while increasing shareholder value.”

In conjunction with its partner [Konica Minolta Opto, Inc.](#) of Tokyo, GT will also be holding design and feature requirement discussions with international healthcare professionals for its LightTouch technology for detecting and monitoring Barrett’s esophagus.

In cooperation with the [Georgia Department of Economic Development](#), Guided Therapeutics will be exhibiting in the North American Pavilion at Hall 16 D10-8. [Medica](#) is the world’s largest medical industry tradeshow and more than 135,000 visitors from over 100 countries are expected to attend this annual event

About Guided Therapeutics

Guided Therapeutics, Inc. ([Pink Sheets: GTHP](#)) is developing a rapid and painless test for the early detection of disease that leads to cervical cancer. The technology is designed to provide an objective result at the point of care, thereby improving the management of cervical disease. Unlike Pap and HPV tests, the device does not require a painful tissue sample and results are known immediately. GT also has an agreement with [Konica Minolta Opto, Inc.](#) (KMOT) of Tokyo to co-develop non-invasive products, for the detection of lung and esophageal cancer based on the company’s LightTouch non-invasive cervical cancer detection technology. For more information, visit GT’s web site www.guidedinc.com.

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The Guided Therapeutics LightTouch™ Non-invasive Cervical Cancer Detection Device is an investigational device and is limited by federal law to investigational use.

“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-KA for the fiscal year ended December 31, 2008 and subsequent quarterly reports.

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