

## **Seno Medical Instruments to Present Updated Data from Pivotal European Study at 2016 San Antonio Breast Cancer Symposium**

SAN ANTONIO, Dec. 5, 2016 -- Seno Medical Instruments, Inc., the company pioneering the development of opto-acoustic technology as a new tool to improve the process of diagnosing breast cancer, today announced that it will present data from its European MAESTRO post-market surveillance and clinical follow-up study at the 2016 San Antonio Breast Cancer Symposium (SABCS) taking place from December 6-10, 2016 at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

Seno Medical Instruments will present two poster presentations on Friday, December 9:

Breast Biopsy Histology Relationships with Opto-Acoustic Imaging of Breast Masses, Poster Session 4, 7:30 a.m. – 9:00 a.m. CST, Hall 1

Opto-Acoustic Imaging of the Breast: Downclassification and Upclassification of Suspicious Breast Masses, Poster Session 4, 7:30 a.m. – 9:00 a.m. CST, Hall 1

Thomas Stavros, MD, FACR, FSRU, FRANZCR, Medical Director of Seno Medical Instruments, will present the histological analysis on behalf of Marc van de Vijver, MD, PhD, Department of Pathology at the Netherlands Cancer Institute, Amsterdam, while the MAESTRO study's principal investigator, Ruud Pijnappel, MD, PhD, Radiologist, University Medical Center, Utrecht, NL, will present the opto-acoustic imaging downclassification and upclassification data.

"The Imagio® breast imaging system represents a significant advance to improve the diagnoses of breast cancer by helping to determine the appropriate classification of breast masses," said Thomas Stavros, MD and Medical Director of SENO Medical. "The presentation of the histological data will be of particular interest to the oncology community as it will identify a correlation between the opto-acoustic imaging findings and histologic grade of the breast masses."

"We believe the new data from the MAESTRO study will provide additional clinical evidence to validate our Imagio opto-acoustic breast imaging system and allow radiologists to make more precise and accurate diagnoses when assessing suspicious breast masses in patients," said Tom Umbel, CEO of Seno Medical Instruments.

Seno Medical Instruments expects to announce the final results from the MAESTRO study in early 2017. Results from the PIONEER study – the company's U.S. trial of more than 2,000 patients -- are expected to be announced in the second half of 2017.

About Seno Medical Instruments, Inc.

Seno Medical Instruments, Inc. is a San Antonio, Texas-based medical imaging company committed to the development and commercialization of a new modality in cancer diagnosis: opto-acoustic imaging. Seno's Imagio breast imaging system fuses opto-acoustic technology with ultrasound to generate functional and anatomical images of the breast. The opto-acoustic images provide a unique color map in and around suspicious breast masses while the ultrasound provides a traditional anatomic image. Through the appearance or absence of the two hallmark indicators of cancer – angiogenesis and deoxygenation – Seno believes that Imagio images will be a more effective tool to help radiologists

confirm or rule out malignancy than current diagnostic imaging modalities – without exposing patients to potentially harmful ionizing radiation (x-rays) or contrast agents. Seno's platform technology may also address other disease applications in organs other than the breast, as well as assessing other breast problems, such as early response to neoadjuvant chemotherapy or hormonal treatments of breast cancer. To learn more about Seno's opto-acoustic imaging technology and applications, visit <http://www.SenoMedical.com>.

#### About the San Antonio Breast Cancer Symposium

The San Antonio Breast Cancer Symposium is an international symposium directed primarily towards academic and private physicians and researchers involved in breast cancer in medical, surgical, gynecologic, and radiation oncology, as well as other appropriate health care professionals. Approximately 7,500 attendees from more than 90 countries are expected to attend.

#### About Breast Cancer

According to the American Cancer Society, an estimated 246,660 new cases of invasive breast cancer, along with 61,000 new cases of non-invasive (in situ) breast cancer, will be diagnosed in U.S. women in 2016. Additionally, there are over 1.6 million biopsies performed annually and recent reported data noted an 81% "false positive" rate of biopsy procedures – the portion of biopsies that do not lead to breast cancer surgery. An estimated 40,450 women in the U.S. are expected to die in 2016 from breast cancer. Only lung cancer accounts for more cancer deaths in women.

#### Media Contact

Erich Sandoval

Lazar Partners Ltd.

Tel: +1 213-908-6226

Email: [esandoval@lazarpartners.com](mailto:esandoval@lazarpartners.com)

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2 An Actuarial Analysis of Breast Cancer Screening and Follow-on Diagnostics in a Commercially Insured

3 Population.(2014).Millman, Inc., NY. <http://www.milliman.com/uploadedFiles/insight/2014/actuarial-analysis-breast-cancer-screening.pdf>

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