

# IncellDx Unveils Revolutionary New Technology In The Fight Against Cancer

*'Susan G Komen, Race For The Cure' Applauds New Technology*

**MENLO PARK, Calif., May 10, 2011** – Today, Dr. Bruce Patterson, former Director of Virology at Stanford University Hospital and CEO of California-based IncellDx Inc., unveiled a new cancer screening technology that will detect certain cancers more accurately, more quickly, and less invasively than ever before. Patterson announced the new technology called '3Dx' at the Eurogin 2011 Conference, an international cervical cancer conference in Lisbon, Portugal.

***"This technology means that for the first time ever women will 'know now' whether they have cervical cancer or pre-cancer, not just whether they are at risk for cervical cancer,"*** said Dr. Bruce Patterson. ***"We can eliminate the uncertainty in the cervical cancer screening process, and the enormous numbers of unneeded biopsies that are the consequence. This technology also shows incredible promise to become a new early stage test for breast cancer."***

Patterson's new '3Dx' technology allows for 3-dimensional imagery of cells in addition to molecular biomarkers enabling an accurate determination about whether those cells are cancerous or pre-cancerous.

The technology maintains the 3-dimensional integrity of each individual cell by keeping cells suspended in liquid rather than smashing the cells onto a glass slide. Protein and molecular biomarkers are applied to the intact cells, while the cellular measurements usually performed by a pathologist with a microscope, are measured directly by the instrument, which eliminates the subjectivity of visual inspections.

'3dx' technology also represents the potential for a new early-stage test for breast cancer. After extracting cells through a needle from the breast, medical laboratories would potentially have the ability to use Patterson's '3Dx' technology to quickly and accurately determine whether a woman has cancerous or pre-cancerous cells in the breast without a biopsy. This application of the technology, which is in development, would allow doctors to quickly identify pre-cancerous and cancerous cells in the breast in addition to identifying other significant prognostic markers. Patterson's new technology represents the potential for actionable information at the earliest possible stage of breast cancer development.

***"We applaud the work of Incell3Dx technology to bring to market a test with a high degree of specificity and sensitivity that is also affordable to aid in the detection of cervical cancer,"*** said Elizabeth Thompson, president of Susan G. Komen for the Cure®. ***"We believe this advance could transform early detection for many women in all parts of the world. The breast cancer application is intriguing and we look forward to learning about the related evidence for that application."***

IncellDx, Inc. is a molecular diagnostics company dedicated to the detection and monitoring of life threatening diseases such as cervical cancer, breast cancer, HIV/AIDs, hepatitis, and organ transplant rejection.