



## **Dilon Diagnostics Joins Forces with Philips for Women's Health Solutions**

*Molecular Breast Imaging/Breast-Specific Gamma Imaging to complement Philips total women's health solutions offering in Europe and Middle East*

Newport News, Va., October 11, 2009 — Dilon Diagnostics, the leader in molecular breast imaging (MBI) also known as Breast-Specific Gamma Imaging (BSGI) and Philips (NYSE: PHG, AEX: PHI), today announce that they have entered into a distribution agreement. Philips Healthcare will sell and support the Dilon 6800 gamma camera in key European and Middle Eastern markets. The compact camera technology and related products and services are used for the detection of breast cancer as an adjunct to mammography and serve to complement Philips innovative women's health solutions.

Philips is a leading provider of comprehensive diagnostic tools for healthcare professionals in treating women and will display its women's imaging technology, including the Dilon 6800, at the Annual Congress of the European Association of Nuclear Medicine in Barcelona, Spain October 10 – 14. Joint exhibition at this congress marks the launch of the partnership between Dilon and Philips.

The Dilon 6800 Gamma Camera is a high-resolution, compact gamma camera, optimized to perform Breast-Specific Gamma Imaging (BSGI), a molecular breast imaging procedure that images the metabolic activity of breast lesions through radiotracer uptake. BSGI is an adjunct to mammography that can see lesions independent of tissue density and discover early stage cancers.

With BSGI, the patient receives a pharmaceutical tracing agent that is absorbed by all the cells in the body. Due to their increased rate of metabolic activity, cancerous cells in the breast absorb a greater amount of the tracing agent than normal, healthy cells and generally appear as dark spots on the BSGI image- helping doctors to make more informed decisions about the presence or absence of cancer in high-risk patients or for those who present with inconclusive mammograms.

"Our partnership with a global leader in medical technology like Philips demonstrates a significant endorsement of MBI/BSGI technology and our company," said Bob Moussa, President and CEO of Dilon Diagnostics. "By joining forces with Philips, MBI/BSGI is now an important element to a total women's health solution."

"Molecular breast imaging is a clinically promising method for early breast cancer detection, to improve care for women who need diagnostic imaging beyond mammography," said Patricia Venters, Vice President Women's Healthcare at Philips. "We are excited about our



new alliance with Dilon Diagnostics, as it demonstrates our continued commitment to deliver the most advanced women's health solutions."

### **About Dilon Diagnostics**

Dilon Diagnostics is bringing innovative new medical imaging products to market. Dilon's cornerstone product, the Dilon 6800, is a high-resolution, compact gamma camera, optimized to perform BSGI, a molecular breast imaging procedure which images the metabolic activity of breast lesions through radiotracer uptake. Many leading medical centers around the country are now offering BSGI to their patients, including: Cornell University Medical Center, New York; George Washington University Medical Center, Washington, D.C.; and The Rose, Houston. For more information on Dilon Diagnostics please visit [www.dilon.com](http://www.dilon.com).

### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of \$38 billion (EUR 26 billion) in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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