

Dilon Direct

Keeping Us Connected With Information That Matters

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www.dilon.com

3rd Edition

Mammography & MRI Availability Act

Dilon Lobbying Congress to Provide Better Access to Diagnostic Imaging Options

A proposed Bill, H.R. 995, the Mammogram and MRI Availability Act, would significantly improve women's health and reduce the number of women dying from breast cancer by requiring insurance companies that cover diagnostic mammograms to also cover annual screening mammograms for women over 40, and magnetic resonance imaging (MRI) screening for high-risk women.

While MRI is a well-recognized technology, other technologies exist that are clinically comparable to MRI – including BSGI. Therefore, we are urging Congress to amend HR 995 to encompass the use of other appropriate FDA-approved imaging devices consistent with the purposes of the Bill. If the proposed language is incorporated and the Bill passed into law, H.R. 995 would ensure physician and patient choice regarding which imaging technology is appropriate to individual patient circumstances. For more information, go to www.govtrack.us/congress/bill.xpd?bill=h111-995.



The President's Corner



Although this is not our first newsletter, it is now being circulated beyond our employees and distributor organizations to include a wider customer base.

Therefore, I would like to start this edition by welcoming our customers to the Dilon Direct newsletter, and to thank each and every one of you for being part of the Dilon circle of family and friends. I never cease to be impressed and delighted by the loyalty and dedication that our technology generates.

Whether it is our employees, business partners or customers, it is evident that we are all united by a passion that far transcends the boundaries of a conventional business relationship. From our Manufacturing team, to our Sales and Marketing groups, from all levels of management, to the wonderful medical professionals, we are all driven by the focused desire to do everything possible to provide the best quality of life to the patients we all serve.

As usual, everyone has been very busy contributing to the progress of the Company. I am pleased to share that we are making progress with our Gamma localization study at the Montgomery Breast Center in Alabama. We have performed the first gamma-guided biopsy under an existing IRB. The results have met and exceeded our expectations. Dr. Ben Welch, Director of Research and Development, has been instrumental in heading up this program.

We are actively working with Congress to modify the language of its proposed H.R. 995 Bill, "Mammography and MRI Availability Act of 2009" to include additional diagnostic options. Nancy Morter, Director of Marketing, has been instrumental in working with Congressman Jerold Nadler's office, Dr. Susan Boolbol, Dr. Rachel

Brem, Dr. Nathalie Johnson and Jefferson Labs, to modify the Bill. We will continue to meet with officials in D.C. to amend the language so medical professionals and patients have a wider choice of diagnostic imaging options.

Be sure to take the opportunity to look at our newly designed web site. Our Marketing group has worked very hard to make it as informative and user-friendly as possible. More and more medical professionals are turning to the Web for information and we felt it was truly important to make the investments necessary to afford anyone interested in our Company and technology, as much useful information as possible. I am pleased to say that we have received very positive feedback.

Overall, and in spite of the challenging economic environment, we are making good progress across all of our stated strategic objectives. The International interest in our technology continues to gather momentum at an ever-increasing rate. It is a great reward to put forth the efforts we do, knowing we are helping to improve the quality of life of others. Let us never lose sight of the fact that early detection of breast cancer results in a 98 percent survival rate over five years! My sincere thanks to all of you for your commitment and passion.

Sincerely,
– Robert G. Moussa, *Chairman and CEO*



Marketing Matters

Introducing the New Dilon.com

In May, we launched a new Web site for Dilon Technologies®. We moved from a simple, product-focused web site, to a robust communication tool that both positions Dilon as an emerging leader in molecular breast imaging, and showcases our Integrated Diagnostic Solutions for clinicians and patients.

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