Guided Therapeutics to Present at Noble Financial Capital Markets' Ninth Annual Equity Conference on Tuesday, January 22

The Associated Press

NORCROSS, Ga.--(BUSINESS WIRE)--Jan 16, 2013--Guided Therapeutics, Inc., (OTCBB: GTHP) (OTCQB: GTHP), developer of the LuViva ® Advanced Cervical Scan, a non-invasive device used to detect cervical disease that leads to cancer, today announced that Mark L. Faupel, Ph.D., President and CEO, is scheduled to present a corporate overview at "NINE," Noble Financial Capital Markets' Ninth Annual Equity Conference on Tuesday, January 22, 2013, at the Hard Rock Hotel in Hollywood, Florida.

The Guided Therapeutics presentation is currently scheduled for 3:00 p.m. Eastern time. At the time of the presentation, a live audio and high-definition video webcast of the Guided Therapeutics' presentation and a copy of the presentation materials will be available on the Investor section of the Company's website http://www.guidedinc.com/Investors.htm or through the Noble Financial websites: www.noblefcm.com, or www.nobleresearch.com/NINE/home.htm. It is recommended that participants register at least 10 minutes prior to the start of the presentation to ensure timely access. You will need a Microsoft SilverLight viewer (a free download from the presentation link) to participate. The webcast and presentation will also be archived on www.guidedinc.com under the Investor tab for 90 days following the event.

About LuViva ® Advanced Cervical Scan LuViva is a technologically advanced diagnostic device that scans the cervix with light and uses spectroscopy to measure how light interacts with the cervical tissue. Spectroscopy identifies chemical and structural indicators of precancer that may be below the surface of the cervix or misdiagnosed as benign. This technique is called biophotonics. Unlike Pap, HPV tests or biopsies, LuViva does not require laboratory analysis or a tissue sample, and is designed to provide results immediately, which eliminates costly, painful and unnecessary testing. LuViva is designed for use with women who have undergone initial screening and are called back for follow up with a colposcopy examination, which in many cases, involves taking a biopsy of the cervix. The device is used in conjunction with the LuViva ® Cervical Guide single-use patient interface and calibration disposable.

About Guided Therapeutics Guided Therapeutics, Inc. (OTCBB: GTHP) (OTCQB: GTHP) is developing a rapid and painless testing platform for the early detection of disease based on its patented biophotonic technology that utilizes light to detect disease at the cellular level. The Company's first planned product is the LuViva ® Advanced Cervical Scan, a non-invasive device used to detect cervical disease instantly and at the point of care. In a multi-center clinical trial, with women at risk for cervical disease, the technology was able to detect cervical cancer up to two

years earlier than conventional modalities, according to published reports. Guided Therapeutics has also entered into a partnership with Konica Minolta to develop a non-invasive test for the early detection of esophageal cancer using the technology platform. For more information, visit: www.guidedinc.com.

The Guided Therapeutics LuViva ® Advanced Cervical Scan is an investigational device and is limited by federal law to investigational use. LuViva, the wave logo and "Early detection, better outcomes" are registered trademarks owned by Guided Therapeutics, Inc. Forward-Looking Statements Disclaimer: 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 those related to 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-K for the fiscal year ended December 31, 2011, and subsequent quarterly reports.

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