

Guided Therapeutics to Showcase LuViva® Advanced Cervical Scan at Arab Health 2013

The Associated Press

DUBAI, United Arab Emirates--(BUSINESS WIRE)--Jan 18, 2013--Guided Therapeutics, Inc. (OTCBB: GTHP) (OTCQB: GTHP), developer of a rapid and painless testing platform that uses biophotonics for the early detection of disease, today announced plans to showcase the LuViva® Advanced Cervical Scan at the 38 th Annual Arab Health 2013 Healthcare Exhibition and Congress taking place January 28 - 31, 2013 in Dubai, United Arab Emirates.

The LuViva booth is located in the USA Pavilion Hall 1, Booth G01 at the Dubai World Trade Center.

“Arab Health is an excellent venue for meeting and helping to qualify distribution partners for the Middle East, North Africa and South Asia, important geographic markets for LuViva,” said Mark L. Faupel, Ph.D., CEO and President of Guided Therapeutics. “LuViva provides distributors in the gynecology space with an innovative and exciting product that is simple to use, cost effective and features a device and single-patient-use disposable business model to attract new and recurring business.” To schedule appointments, contact Melissa White or Sue Jones at +1-770-242-8723 or e-mail sales@guidedinc.com.

LuViva currently has marketing approval from Health Canada and received its first CE Mark, an ISO 60601 Edition 2 Notification, in July. Guided Therapeutics was awarded ISO 13485 certification in January 2011. Additionally, LuViva has been under U.S. Food and Drug Administration Premarket review since September 23, 2010. After meetings with the FDA, the Company filed an amended PMA application with the agency in November 2012.

About Arab Health Arab Health, now in its 38th year, is the world's longest running healthcare exhibition and congress, taking place every January in Dubai. With the Middle East healthcare industry worth an estimated \$80 billion per year, Arab Health is truly at 'The Heart of Global Healthcare.' For more information, visit www.arabhealthonline.com.

Some key facts about Arab Health: 3,500 Exhibitors 32 Country Pavilions 83,278 Attendees 142 Countries Represented 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

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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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