



**For Immediate Release**

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**PLUS DIAGNOSTICS LAUNCHES HEMATOLOGY/ONCOLOGY  
DIAGNOSTIC SERVICES**

**Anatomic Pathology Company Completes Expansion to Offer Full Range  
of Customized Multi-Specialty Diagnostic Services**

UNION, N.J. – December 4, 2009 – [PLUS Diagnostics](http://www.plusdiagnostics.com) announced today that it has expanded its specialty anatomic pathology services with the launch of a national hematology/oncology offering. The new service completes the company's expansion from a regional laboratory to a leading national anatomic pathology company offering diagnostic services across a full range of specialties including gastroenterology, urology and now hematology/oncology.

PLUS Diagnostics will provide its hematology/oncology services from its new West Coast laboratory, which it designed and opened earlier this year to serve as the primary laboratory for its hematology/oncology operations. The company made a multi-million dollar investment to customize the lab with the newest technologies and testing capabilities to diagnose all types of blood and bone marrow cancers/disorders. It also recruited Dr. Jess Savala Jr., former director of hematology services for Genzyme Genetics in Los Angeles, to serve as medical director of its hematology/oncology program.

“All of us at PLUS are excited to extend our services into hematology/oncology, and serve specialists who are on the front lines of treating rare and aggressive forms of cancer,” said Doug Berg, chief executive officer, PLUS Diagnostics. “Our company has been planning for this day for some time. We have invested a great deal of thought, as well as capital into introducing innovative science and technologies that will enable us to provide improved patient care.”

PLUS Diagnostics is one of the first commercial labs to offer 9-color flow cytometry to allow for precise characterization of malignancies and disorders, and enhanced detection of minimal residual disease (MRD) in previously diagnosed patients. Among the innovations PLUS plans to introduce to the hematology/oncology market is Know Error®, a tool it uses with its gastroenterology and urology services to protect patients from biopsy switching errors. The company is also expanding its laboratory information system so specialists can easily order and track their test results electronically.

“It is extremely important that we act with great care, speed and precision in serving our customers,” said Dr. Savala. “Every detail of our offering is tailored to meet the specialized needs of hematologists/oncologists. Our team is dedicated to doing whatever it takes to help specialists diagnose even the rarest type of disorders quickly, so they can achieve the best outcomes on behalf of their patients.”

PLUS Diagnostics’ entry into the hematology/oncology market marks the company’s latest and final step in its expansion from a regional lab to a national anatomic pathology leader serving a wide range of specialties. Since partnering with [Water Street Healthcare Partners](#), a leading private equity firm focused exclusively on health care, PLUS Diagnostics has made multi-million dollar investments to open bi-coastal laboratories and expand its services to serve its growing base of customers.

“Our team has transformed PLUS Diagnostics into an industry leader through our commitment to providing customers with innovative services that are customized to their unique needs,” said Berg. “Our focus continues to be supporting our customers with the best people and state-of-the art science and technologies that achieve improved care and positive patient outcomes.”

### **About PLUS Diagnostics**

PLUS Diagnostics is a leading national anatomic pathology company that provides a full range of multi-specialty services, including extensive diagnostic procedures and specialist consultations. Accredited by the College of American Pathologists, PLUS Diagnostics has long been recognized for exceptional service and quality. The company currently focuses on a broad base of specialty pathology services, including urology, gastroenterology and hematology/oncology. For more information, visit, [www.plusdx.com](http://www.plusdx.com).

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