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NeoMatrix, LLC, Makers of HALO® Breast Pap Test for Breast Cancer Risk Assessment Announces New Management

IRVINE, Calif.--(BUSINESS WIRE)--NeoMatrix, LLC, a breast health solutions company, today announced a new executive management team. CEO and President, France Dixon Helfer states, "I am excited about repositioning and expanding the NeoMatrix HALO technology platform, which plays an important role in screening for early detection of breast cancer. Our new team is on-board and dedicated to a global launch of this product that can help save women's lives, and to supporting our current and future physician customers who understand how important HALO is in women's healthcare. The case studies I've heard about from physicians have been humbling and gratifying. I believe HALO represents a solid growth opportunity and our foundation is aligned for success."

"I have recruited a premier management team who share my passion to elevate this company to new levels. We firmly believe in the importance of HALO as a critical tool in assessing a woman's risk for breast cancer and are dedicated to revitalizing and growing this company aggressively."

Ms. Helfer is an experienced CEO with a strong background in launching and growing medical device companies. A serial medical device entrepreneur, with executive experience at Fortune 500 and start - up companies, she was Founder and CEO of Pegasus Biologics, and is an executive advisor to several emerging device companies. Ms Helfer notes, "I have recruited a premier management team who share my passion to elevate this company to new levels. We firmly believe in the importance of HALO as a critical tool in assessing a woman's risk for breast cancer and are dedicated to revitalizing and growing this company aggressively."

Since taking leadership, Ms. Helfer and her team have secured distribution agreements with strong partners representing key territories in Europe, Asia and the Middle East to expand HALO's presence outside the United States. Additionally, an option agreement for a new ground breaking patented technology, has been signed with the University of North Dakota with the potential to shift HALO from a risk management tool to a cancer detection tool in the future. HALO is FDA-cleared for the collection of nipple aspirate fluid (NAF) for cytological evaluation, has a CE Mark designation, and is ISO certified.

About NeoMatrix, LLC

NeoMatrix develops solutions to promote optimal women's health including the HALO Breast Pap Test and detection assays for breast cancer.

The HALO® Breast Pap Test is a patented fully automated noninvasive breast disease-screening device for use in physician offices. It is FDA-cleared for the collection of nipple aspirate fluid (NAF) for cytological evaluation. Like the Pap test for cervical cancer, HALO looks for cellular changes years before breast cancer is detectable by mammographic imaging. To learn more about the test and locate a physician who offers it, visit www.neomatrix.com or call (877)-HALOPAP.

Forward-looking statements — This press release may contain forward-looking statements regarding future events and the future performance of NeoMatrix that involve risks and uncertainties that could cause actual results to differ materially.

HALO® is a registered trademark of NeoMatrix, LLC.

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