



## **Echoserve Announces Co-Promotion Agreement with SenoRx for the EnCor® Breast Biopsy System**

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**GOLDEN, COLORADO** – Echoserve announces that they have reached a non-exclusive co-promotion agreement with SenoRx that leverages the strengths of the two companies in the area of women’s health. Under this agreement, Echoserve and SenoRx will co-promote SenoRx’s flagship diagnostic product, the EnCor® minimally invasive vacuum assisted breast biopsy system. The EnCor system is compatible with ultrasound, stereotactic, and MRI imaging modalities. Echoserve will promote the EnCor product line together with its mammography stereotactic biopsy tables and ultrasound capital equipment and field service businesses to provide a complete customer solution. The SenoRx sales organization will continue to promote to its customer base and will now have the benefit of leveraging the Echoserve customer base, including imaging equipment and services with Echoserve, in order to provide its customer base with a complete solution as well. In addition, Echoserve will non-exclusively distribute the Gamma Finder®, the only self-contained, cordless, battery operated gamma detection probe to customers that the SenoRx sales force does not reach.

“I’m excited to be aligned with SenoRx, a clear leader in the Women’s health arena. Our expertise in the sale and maintenance of prone biopsy tables as well as mammography and ultrasound equipment is a natural fit with SenoRx’s product offerings. We expect that this partnership will allow the companies to provide high-value integrated solutions at costs well below current market levels,” said Chris Cone, Chief Executive Officer of Echoserve.

### **ABOUT ECHOSERVE**

Echoserve, Inc. is a private company based in Golden, Colorado. The company provides equipment and service to hospitals, clinics, service organizations and equipment dealers in the diagnostic imaging and physiological monitoring markets. The company’s new headquarters is located at:

Echoserve, Inc.  
1150 Catamount Dr.  
Golden, CO 80403 USA

### **ABOUT SENORX**

SenoRx (Nasdaq:SENO) develops, manufactures and sells minimally invasive medical devices used by breast care specialists for the diagnosis and treatment of breast cancer, including its EnCor(r) vacuum-assisted breast biopsy system and Contura(tm) MLB catheter for delivering



radiation to the tissue surrounding the lumpectomy cavity following surgery for breast cancer. SenoRx's field sales organization serves over 1,000 breast diagnostic and treatment centers in the United States and Canada. In addition, SenoRx sells several of its products through distributors in more than 20 countries outside the U.S. and Canada. The company's line of breast care products includes biopsy disposables, biopsy capital equipment, diagnostic adjunct products and therapeutic disposables. SenoRx is developing additional minimally invasive products for the diagnosis and treatment of breast cancer. For more information, visit the company's website at [www.senorx.com](http://www.senorx.com).