PINK LOTUS BREAST CENTER TO INTEGRATE ELECTRONIC BRACHYTHERAPY CANCER TREATMENT PLATFORM

Isotope Free Electronic Brachytherapy Treatment System Delivers Therapy Directly to Cancer Site with Minimal Exposure to Healthy Tissue

SUNNYVALE, Calif., June 22, 2010 – Xoft, makers of Electronic Brachytherapy systems based upon miniaturized X-ray tube technology, today announced the integration of its Axxent® Electronic Brachytherapy System at the Pink Lotus Breast Center, a state of the art, fully comprehensive breast center exclusively dedicated to the prevention, screening, diagnosis and treatment of breast cancer. The Pink Lotus Breast Center is the first comprehensive breast center in the nation to integrate Electronic Brachytherapy.

“As a leader in comprehensive breast cancer care, we are very excited to add electronic brachytherapy to our slate of life-saving treatment methods,” said Dr. Kristi Funk, breast surgeon and founder of the Pink Lotus Breast Center. “The ability to utilize isotope-free, electronic treatment that effectively targets the cancer site while minimizing radiation exposure to healthy tissues is something we are proud to make available to our patients.”

Available for treatment of early stage breast cancer and other types of cancer, the Axxent® Electronic Brachytherapy system, eBx™, is FDA-cleared for IORT and surface indications, which allows the system to be used on any external or internal surface of the body where radiation therapy is indicated. In its treatment of early stage breast cancer, the Axxent system provides the opportunity to reduce the therapy time required from seven weeks (for external radiation therapy) down to five days or a single dose for IORT. Utilizing a miniaturized X-ray source instead of a radioactive isotope, the Axxent system can be used to deliver radiation in minimally shielded therapeutic settings allowing the radiation oncologist and other medical personnel to be present during treatment delivery which minimizes patient anxiety.

“The Pink Lotus Breast Center is an innovative organization dedicated to improving the impact and quality of patient care by combining a large variety of medical approaches with the latest technologies available,” said Michael Klein, CEO and President of Xoft. “We are excited to partner with the Pink Lotus Breast Center to make electronic brachytherapy available at a time when clinical studies continue to reinforce the clinical value of this treatment for breast cancer.”

About Xoft
Xoft develops Electronic Brachytherapy (eBx) systems based upon miniaturized X-ray tube technology for the practice of radiation oncology in virtually any clinical setting, eliminating the need for heavily shielded environments. The Axxent® treatment platform provides a therapeutic dose of radiation directly to the region at risk with minimal radiation exposure to surrounding healthy tissue and without the logistics and costs associated with using radioactive isotopes. Available for treatment of early stage breast cancer, skin cancer and endometrial cancer, the Axxent System is also cleared for use in the treatment of other cancers or conditions where radiation therapy is indicated. For information, visit www.xoftinc.com.
**About Pink Lotus Breast Center**
The Pink Lotus Breast Center is a comprehensive and integrative breast center exclusively dedicated to the prevention, screening, diagnosis and treatment of breast cancer. The organization’s state of the art centers are run by women, for the benefit of women. At the Pink Lotus Breast Center, women enjoy the unique experience of holistic care linked seamlessly to the latest digital mammography technology and state-of-the-art surgery, all in one single location. The company’s mission conveys one clear purpose: to offer the most comprehensive and integrative breast care available today in a warm environment that provides all women with security and confidence when they need it most. For more information, visit [www.pinklotusbreastcenter.com](http://www.pinklotusbreastcenter.com) or [http://www.facebook.com/pinklotusbreastcenter](http://www.facebook.com/pinklotusbreastcenter). Pink Lotus Breast Center is a trademark of Pink Lotus Medical Holdings, LLC.

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Axxent is a registered trademark and eBx is a trademark of Xoft, Inc.

**Media Contact:**
Chris K. Joseph  
Xoft, Inc.  
510/435-4031  
[chris@ckjcomm.com](mailto:chris@ckjcomm.com)