



November 17, 2005

TO WHOM IT MAY CONCERN:

I have had the pleasure of working with Dowling & Dennis Public Relations for much of the time since 1994. The firm has provided marketing PR consulting and services for two different healthcare-focused companies at which I have served as CEO, and I strongly recommend them for their outstanding public relations services.

Dowling & Dennis provided strong support for the product launch and success of the Mammotome Breast Biopsy System, made by Biopsys Medical. The marketing of this product and company was done without advertising and relied heavily on the marketing PR expertise of Dowling & Dennis. The company was initially privately financed, went public, and was eventually acquired by Ethicon Endo-Surgery. Throughout this time, and also after the acquisition by Ethicon Endo-Surgery, the firm's PR expertise played an important role in Biopsys Medical's achievements.

Based on this experience, when I became part of the group that created BioLucent, Inc., makers of the MammoPad breast cushion, we turned to Dowling & Dennis once again. From the initial product launch to today, the agency has consistently provided us with creative input on marketing strategy, highly professional services, and solid results in terms of media coverage, conference exposure, and communication to all target segments of the market. They've been a critical part of the success that has seen BioLucent sell more than 7 million MammoPads.

My colleagues and I feel that the investment we have made in public relations through Dowling & Dennis has been eminently worth it. Their expertise in healthcare, their high standards of client service, and their commitment to their client's success distinguish them as an outstanding marketing PR firm.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Gex". The signature is fluid and cursive, with a large initial "S" and a long, sweeping underline.

Steven L. Gex  
CEO