

October 8, 2009

Breastcancer.org Joins My Breast Cancer Coach to Provide Newly Diagnosed Patients With Online Personalized Treatment Information

REDWOOD CITY, CA - October 8, 2009 - Breastcancer.org has joined with [Genomic Health, Inc.](#) and [Breast Cancer Network of Strength](#) to expand [My Breast Cancer Coach](#), a unique online tool that provides patients with a personalized report of treatment options and questions to ask their doctor based on their particular type of breast cancer.

The new [Coach](#) launches today with updated information and new features, and is available from the homepages of Breastcancer.org and [Breast Cancer Network of Strength](#), and online at [www.MyTreatmentDecision.com](#). Coach walks patients through a simple questionnaire narrated by breast cancer survivor Lillie Shockney, RN, Administrative Director of the Johns Hopkins Avon Foundation Breast Center, who gives audio advice to help patients better understand their individual breast cancer diagnosis. Based on the information provided by the patient, Coach yields a customized report for patients to share with their doctor as they discuss treatment options. Since it first launched in spring 2008, more than 24,000 patients have visited [My Breast Cancer Coach](#).

"Those first few weeks following a breast cancer diagnosis can be particularly confusing for a patient, when emotions are raw and there is so much information to sift through," said Hope Wohl, CEO of [Breastcancer.org](#). "Our organization saw My Breast Cancer Coach as a unique guide for patients at this critical juncture. Collaborating with [Genomic Health](#) and Breast Cancer Network of Strength on this important project helps us further fulfill our mission."

The updated My Breast Cancer Coach now includes a host of important new resources, including information for Stage 0 breast cancer patients, a podcast series, and an [expert Q&A](#), all designed to address the questions and concerns of newly diagnosed patients.

Breast Cancer Network of Strength is a founding partner of Coach, and was joined this year by Breastcancer.org. "We are proud to be a part of the new My Breast Cancer Coach, which is more interactive and dynamic than ever," said [Margaret C. Kirk](#), President and CEO of Breast Cancer Network of Strength. "The breast cancer community embraced this tool when it was first available, and we helped to make it even better."

"Every patient's breast cancer diagnosis is different, and calls for a unique treatment approach," said [Kim Popovits](#), President and CEO of Genomic Health. "Genomic Health is committed to helping physicians and patients improve treatment decisions through genomic analysis. My Breast Cancer Coach teaches patients that breast cancer is not a one-size-fits-all disease and that they should work with their doctor to tailor a treatment course that's right for them."

About Genomic Health, Inc.

Genomic Health, Inc. (NASDAQ: [GHDX](#)) is a life science company focused on the development and commercialization of [genomic-based](#) clinical laboratory services for cancer that allow physicians and patients to make individualized treatment decisions. In 2004, Genomic Health launched the [Oncotype DX](#)[®] breast cancer test, which has been shown to predict the likelihood of chemotherapy benefit as well as recurrence in early-stage breast cancer. In addition to the widely adopted [Oncotype DX](#) breast cancer test, [Genomic Health](#) is preparing to launch its [Oncotype DX colon cancer test](#) in early 2010. The company was founded in 2000 and is located in Redwood City, California. For more information, please visit [www.genomichealth.com](#).

About Breastcancer.org and Breast Cancer Network of Strength

Breastcancer.org (<http://www.breastcancer.org/>) offers comprehensive, easy to understand information about breast cancer, as well as online discussion boards and chat rooms in the "Community Knowledge" section of its Web site. Breast Cancer Network of Strength ([www.networkofstrength.org](#)) has online message boards and YourShoes,[™] a free, 24-hour breast cancer support line staffed by trained peer counselors who are also breast cancer survivors. Call Your Shoes at 1-800-221-2141 any time for immediate emotional support.

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements relating to Genomic Health's plans to commercialize a test for colon cancer and the proposed timing of such commercialization. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially, and reported results should not be considered as an indication of future performance. These risks and uncertainties include, but are not

limited to: the risks and potential delays associated with commercialization of a new test; the risks and uncertainties associated with the regulation of the company's tests; the applicability of clinical study results to actual outcomes; and the other risks set forth in Genomic Health's filings with the Securities and Exchange Commission, including the risks set forth in Genomic Health's Quarterly Report on Form 10-Q for the quarter ended June 30, 2009. These forward-looking statements speak only as of the date hereof. Genomic Health disclaims any obligation to update these forward-looking statements.

Links to third-party websites or pages are provided for convenience only. Each website is subject to its own terms of use, and we encourage you to consult these policy statements. Genomic Health has no control over third party sites and does not endorse or recommend these sites, and expressly disclaims any responsibility for the accuracy of content or opinions set forth in any third party website or your use of that information. In addition, Genomic Health disclaims all liability arising out of allegations that third party content infringes the intellectual property rights of any person. Information in this release should not be considered medical advice. Patients should consult their doctor to determine the appropriate treatment decision for their individual disease.

NOTE: The Genomic Health logo, Oncotype, Oncotype DX and Recurrence Score are trademarks or registered trademarks of Genomic Health, Inc. All other trademarks and service marks are the property of their respective owners.

Contact:

Shannon Richardson, Spectrum Science

srichardson@spectrums-science.com

(202) 955-6222