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Hologic, Inc. Challenges Healthcare Community to Increase Participation in Breast Cancer Awareness Programs

Active Support of Mammography Legislation Also Encouraged

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In recognition of National Breast Cancer Awareness Month, Hologic, Inc. (NASDAQ: HOLX), the parent company of Lorad, the only major manufacturer of conventional mammography systems produced in the United States, challenges all healthcare companies and their employees to increase their participation in breast cancer awareness programs during the month of October and to actively support legislation to make mammography services widely available to women of all socioeconomic classifications.

Hologic, an active advocate of Breast Cancer Awareness programs, also announced the following initiatives to be implemented in conjunction with Lorad during Breast Cancer Awareness Month:

- Major corporate sponsorship of Making Strides Against Breast Cancer, organized by the American Cancer Society.
- Major corporate sponsorship of the Susan B. Komen Annual Race for the Cure®
- Participation in community outreach programs to provide screening mammography to under-served patient populations.
- Introduction of a campaign supporting legislation to assure access to mammography through increased Medicare reimbursement rates and expanded government funding for training of mammography professionals.
- Major corporate sponsorship of a documentary on "Breast Cancer Survivors Under 40."
- Launch of a Worldwide "Make a Difference" Program, focused on innovative ways to spread the awareness message to a broader population. A donation will be made to the American Cancer Society in the name of each Hologic Team Member participating in community breast cancer programs.
- Expanded distribution of Breast Cancer Awareness Kits.

According to Jack W. Cumming, CEO and President of Hologic, "Despite tireless efforts of breast cancer advocacy groups to increase public awareness of the enormous threat presented by breast cancer and the positive impact of early detection, nearly 41,000 lives will be lost this year in the U.S. to this devastating disease. With studies showing that the five-year survival rate is close to 100% when breast cancers are detected early, there is a clear need for legislation to make screening mammography more accessible to all women, as well as initiatives to promote increased awareness of breast cancer screening programs. Over the past year, I have met with physicians and mammography professionals across the country and the unequivocal message I hear from each and every one of them is the urgent need to assure unimpeded access to mammography services by addressing the issues of low reimbursement and increasingly depleted ranks of mammography professionals. As an individual who has lost close friends to this disease and seen the destruction it wreaks on families, I feel a moral obligation for myself and for Hologic to spearhead and actively support breast cancer awareness programs and mammography legislation, during National Breast Cancer Awareness Month and throughout the year. With a similar commitment from other members of the healthcare community, we can make greater strides in overcoming this dreadful disease."

Pete Kershaw, Vice President & General Manager of Lorad said, "Lorad and Lorad Team Members have a long history as strong advocates of breast cancer awareness programs, having seen first-hand that early detection does save lives. That is why we operate the company based on a sole operating principle, "At Lorad, Every Month is Breast Cancer Awareness Month." The month of October, when the nation's attention is focused on this disease of epidemic proportions, presents an ideal opportunity to communicate this important message to a broader audience. All Hologic Team Members worldwide, along with our worldwide distributor network and their Team Members, comprising a force of several thousand individuals, are challenged to use this occasion to make a strong show of support in their communities and in national awareness programs. Knowing these individuals and the level of their dedication to the early detection of breast cancer, I have no doubt they will excel in their efforts. I encourage every healthcare company to issue a similar challenge and to actively support the efforts of their employees in this critically important endeavor."

About Hologic

Hologic, Inc. is dedicated to developing and delivering proprietary X-ray and ultrasound systems that incorporate direct-to-digital radiographic imaging technology for both women's health and general radiographic applications. Hologic's

business divisions include Hologic Osteoporosis Assessment, a provider of premier bone densitometry systems, Hologic Radiographic Systems, encompassing general and digital radiography systems, and the wholly-owned subsidiaries: Direct Radiography Corp., a manufacturer of state-of-the-art proprietary flat panel technology called DirectRay®; Fluoroscans Imaging, a manufacturer of state-of-the-art, low intensity, real time X-ray imaging devices; and Lorad, specializing in innovative mammography and minimally invasive breast biopsy systems.

For more information, please visit <http://www.hologic.com/>. and <http://www.loradmedical.com/>.

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