



NEWS RELEASE

## Hologic 3D Mammography Receives Highest Performance Rating of Over 100 Products Evaluated in the "Best in KLAS" Awards - Two Years Running

9/8/2014

Hologic 3D and 2D mammography systems ranked first and second place respectively in annual independent survey of healthcare providers worldwide by KLAS Research

BEDFORD, Mass., Sept. 8, 2014 /PRNewswire/ -- Hologic, Inc. (NASDAQ: HOLX) today announced that its 3D mammography system (Hologic Selenia Dimensions 3D Breast Tomosynthesis) was named "Best in KLAS" in the digital mammography category based on the results of an annual independent survey of healthcare executives and clinicians by KLAS Research. The "2014 Best in KLAS: Medical Equipment and Infrastructure" report examined over 100 products in 23 different medical equipment and infrastructure categories. Hologic 3D Mammography received the highest performance rating, a 95.2 on a scale of 1 to 100, of all the products evaluated in all 23 categories. Hologic's 2D mammography system placed second in the digital mammography category.

It is the third consecutive year that Hologic 3D and 2D digital mammography systems have held the first and second place rankings, and the fifth year in a row that a Hologic mammography product has held first place in the digital mammography category. Hologic's 3D Mammography system consistently outperformed the digital mammography market segment average in the five key performance measures used to evaluate systems in this category: sales and contracting; implementation and training; functionality and upgrades; service and support; and general.

"To have our Hologic 3D Mammography system recognized as the 'Best in KLAS' for the third consecutive year, and our 2D system come in second in the digital mammography category, is an honor," said Peter J. Valenti III, Division President, Breast and Skeletal Health Solutions. "But it is even more remarkable that healthcare providers using our 3D mammography technology rated it highest of ALL the medical equipment and infrastructure products KLAS evaluated two years running."

"Our 3D mammography platform is a revolutionary advance in breast cancer screening and diagnosis," Mr. Valenti noted. "We have the only 3D mammography system that is clinically proven to increase invasive cancer detection while simultaneously reducing anxiety provoking recalls - an enormous benefit to patients and healthcare systems worldwide. Moreover, we are the only provider that offers a comprehensive 3D mammography portfolio including Hologic Low-dose 3D Mammography, a clinically superior four-second exam at virtually the same radiation dose as a traditional 2D mammogram and Hologic 3D Biopsy, a first of its kind breast biopsy technique designed for the localization and accurate targeting of regions of interest including lesions not detected with conventional 2D. We believe our 3D mammography technology is quickly becoming the gold standard in mammography and this Best in KLAS award joins a long series of recognitions that highlight the importance of our technology in finding and fighting breast cancer."

Earlier this year, KLAS issued a special report, "Breast Imaging 2014: Finding a Partner for the Future." One of the focuses of the report was which mammography product, as well as which vendor, breast imaging sites would choose if they were making the decision to purchase today. The report named Hologic the top choice for a mammography product and vendor partner because of the Company's technology leadership in both 3D and 2D mammography. Moreover, 100% of the Hologic customers interviewed stated they would choose to partner with the Company again for their digital mammography needs.

Hologic 3D Mammography was the first FDA approved 3D mammography system in the U.S. This technology was approved for breast cancer screening and diagnosis in the U.S. in February, 2011 and has been available in countries recognizing the CE mark since 2008. Hologic 3D Mammography technology is in use in all 50 states and over 50 countries.

In the U.S., an estimated six million women will be screened with the Hologic 3D technology in 2014. Hologic has over 1,100 3D mammography systems installed in the U.S. Additional information about Hologic 3D Mammography, as well as a Hologic 3D site finder, can be found at [www.3Dmammography.com](http://www.3Dmammography.com).

## About Hologic, Inc.:

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products, with an emphasis on serving the healthcare needs of women. The Company operates four core business units focused on diagnostics, breast health, GYN surgical, and skeletal health. With a comprehensive suite of technologies and a robust research and development program, Hologic is committed to improving lives. The Company is headquartered in Massachusetts. For more information, visit [www.hologic.com](http://www.hologic.com).

Hologic, 3D Mammography, Dimensions, Selenia and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the United States and/or other countries.

## KLAS Research:

KLAS Research specializes in monitoring and reporting on the performance of healthcare vendors. Working together with executives from more than 4,500 hospitals and 2,500 clinics, KLAS helps medical equipment customers and purchasing agents understand which products are preferred by users.

## Forward-looking Statement Disclaimer:

This News Release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic's 3D and 2D mammography technology. There can be no assurance these products will achieve the benefits described herein and that such benefits will be replicated in any particular manner with respect to an individual patient as the actual effect of the use of the products can only be determined on a case-by-case basis depending on the particular circumstances and patient in question. Hologic expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any such statements presented herein to reflect any change in expectations or any change in events, conditions or circumstances on which any such statements are based.

---

### Contacts:

Marianne McMorrow  
Manager, Corporate Communications  
(781) 999-7723  
[marianne.mcmorrow@hologic.com](mailto:marianne.mcmorrow@hologic.com)

Jim Culley  
Sr. Director, Corporate Communications  
(302) 528-1312  
[jim.culley@hologic.com](mailto:jim.culley@hologic.com)

SOURCE Hologic, Inc.