



NEWS RELEASE

## Hologic Breast Tomosynthesis (3D Mammography) System Places First in KLAS Annual Survey of Mammography Equipment Users

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Hologic Mammography Systems Take First Three Places in Annual Competition

BEDFORD, Mass., June 27, 2012 /PRNewswire/ -- **Hologic**, Inc. (Hologic or the Company) (Nasdaq: HOLX), a leading developer, manufacturer and supplier of premium diagnostics products, medical imaging systems and surgical products dedicated to serving the healthcare needs of women, announced today that its **Selenia Dimensions** breast tomosynthesis (3D), **Selenia** (2D) and **Selenia Dimensions** (2D) mammography systems placed first, second and third, respectively, in the digital mammography category in the KLAS annual survey of healthcare executives and clinicians.

To view the multimedia assets associated with this release, please click:

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For the "2012 Best in KLAS Awards: Medical Equipment & Infrastructure" report, over 100 medical equipment products were rated in more than 30 different categories. The Hologic Selenia Dimensions breast tomosynthesis system received the second highest overall performance score of the 10 Best in KLAS medical equipment categories and ranked first in its category. This is the third year in a row and the fourth time since KLAS began these evaluations in 2007 that a Hologic mammography system has been ranked in the highest position in the category.

"Vendors who are recognized with a Best in KLAS award are those who have gone above and beyond their customers' expectations. The goal and the value of the awards is to ultimately help providers and the industry easily identify which vendors are consistently performing well," said Adam Gale, president of KLAS.

In their March 2012 report\* on the market for women's imaging equipment, the KLAS researchers noted that "Hologic is the clear leader in the breast imaging market and hits it out of the park with new technology—tomosynthesis. Even Hologic customers who are not using tomosynthesis see the company in a positive light because Hologic has developed and successfully delivered tomosynthesis to the space. ... For providers looking at digital mammography, Hologic is an obvious place to turn."

"For many years Hologic's digital mammography systems have been the systems of choice in the U.S. and in many other countries of the world," said Peter Soltani, Hologic Senior Vice President and General Manager, Breast Health. "Taking the top three places for digital mammography in the 2012 Best in KLAS awards represents a new milestone for our Company and shows the high regard users of our equipment have for Hologic breast imaging products."

"The industry considers KLAS a leading voice regarding medical equipment, helping customers and purchasing agents understand which products are preferred by users," said Soltani. "We are particularly pleased by the way the industry has accepted our newest technology - our breast tomosynthesis system. Research shows that breast cancer screening with Selenia Dimensions breast tomosynthesis finds many more cancers than conventional 2D mammography and gives radiologists the confidence to significantly reduce their recall rates."

## About KLAS

KLAS is a research firm specializing in monitoring and reporting on the performance of healthcare vendors. KLAS' mission is to improve healthcare delivery by independently measuring vendor performance for the benefit of our healthcare provider partners, consultants, investors, and vendors.

## About Hologic, Inc.

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostics products, medical imaging systems and surgical products dedicated to serving the healthcare needs of women. Hologic's core business units are focused on breast health, diagnostics, GYN surgical, and skeletal health. Hologic provides a comprehensive suite of technologies with products for mammography and breast biopsy, breast magnetic resonance imaging, radiation treatment for early-stage breast cancer, cervical cancer screening, treatment for menorrhagia and uterine fibroids, osteoporosis assessment, preterm birth risk assessment, mini C-arm for extremity imaging and molecular diagnostic products including HPV and reagents for a variety of DNA and RNA analysis applications.

## Forward Looking Statement Disclaimer

This News Release may contain forward-looking information that involves risks and uncertainties, including

statements about the use of Hologic digital mammography systems. There can be no assurance the systems 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 systems 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 the data or statements presented herein to reflect any change in the Company's expectations or any change in events, conditions or circumstances on which any such data or statements are based.

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\*KLAS, "Women's Imaging 2012: Tomosynthesis Makes a Splash," May 2012© 2012 KLAS Enterprises,LLC

**[www.KLASresearch.com](http://www.KLASresearch.com)**

## Contacts:

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Pat Hall  
Corporate Communications, Director  
Hologic, Inc.  
**[Pat.Hall@Hologic.com](mailto:Pat.Hall@Hologic.com)**  
Tel: +1 781 999 7463

Olga Karagiannis  
Sr. Global Publicity & Advertising, Specialist  
Hologic, Inc.  
**[Olga.Karagiannis@Hologic.com](mailto:Olga.Karagiannis@Hologic.com)**  
Tel: +1 781 761 7069

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