



NEWS RELEASE

Hologic CEO Steve MacMillan and Award-Winning Actress and Singer Kristin Chenoweth to Kick Off Breast Cancer Awareness Month by Ringing the Nasdaq Opening Bell on October 1

9/30/2015

-- Chenoweth to Serve as Spokeswoman for National Campaign to Increase Insurance Coverage of Hologic's Genius™ 3D Mammography™ Exam --

MARLBOROUGH, Mass., Sept. 30, 2015 /PRNewswire/ -- Hologic, Inc. (Nasdaq: HOLX) announced today that award-winning actress and singer Kristin Chenoweth will join Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, to ring the Nasdaq Opening Bell on October 1, the first day of Breast Cancer Awareness Month.

This is the 10th year in a row that Nasdaq has invited Hologic to preside over its Opening Bell ceremony to kick off Breast Cancer Awareness Month.

"Hologic's Genius™ 3D Mammography™ exams are the market leader for breast cancer screening," MacMillan said. "Genius™ 3D exams allow doctors to see cancers and precancerous cells more clearly than conventional mammography. They detect significantly more invasive breast cancers, while simultaneously reducing false positives."

Clinical studies have shown that Genius™ 3D Mammography™ exams are more accurate than traditional 2D mammograms alone. The Genius™ exam is the only mammogram proven to reduce callbacks by up to 40 percent, and detect 41 percent more invasive cancers than 2D screenings.^{1,2}

During Breast Cancer Awareness Month, Chenoweth will serve as spokeswoman for a national campaign to encourage insurance companies to cover Genius™ 3D Mammography™ exams. Chenoweth, who is touring the

country in support of her latest album, *Coming Home*, is the daughter of a two-time breast cancer survivor and understands how important it is that women have access to the best screening options available.

"Even though one in eight women will develop breast cancer³, not all insurance carriers cover the more accurate 3D screening procedure that's available to fight against the disease," Chenoweth said. "That's why I'm partnering with Hologic and urging women across the country to speak up. If breast cancer is found early, the five-year survival rate is almost 100 percent⁴ – that's a great reason to seek out this technology and encourage your insurance carrier to fully cover the exam."

As part of the campaign, Chenoweth will conduct interviews throughout October with national and regional media outlets. In addition, a social media campaign will include the support of additional high-profile celebrities.

The Genius™ 3D Mammography™ exam is FDA-approved and available on the Hologic Selenia® Dimensions® system. Since 2011, over 8 million women in the U.S. have benefited from the exam. Additional information, as well as a locator to find imaging sites offering Genius™ 3D Mammography™ exams, can be found at <http://mygenius3d.com/>.

Webcast Information

Hologic's participation in the Nasdaq Opening Bell ceremony will be aired live at <https://new.livestream.com/NASDAQ/live> and with closed captioning on the Nasdaq MarketSite tower in Times Square. A video of the Opening Bell ceremony will be archived for one year on the Nasdaq site.

About Hologic

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products. The Company's core business units focus on diagnostics, breast health, GYN surgical, and skeletal health. With a unified suite of technologies and a robust research and development program, Hologic is dedicated to The Science of Sure. For more information, visit www.hologic.com.

Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic's Genius™ 3D Mammography™ exams. There can be no assurance that the exams will achieve the benefits described here, or that such benefits will be replicated in any manner with respect to an individual patient. The actual effect of the use of the exam can only be determined on a case-by-case basis depending on the particular circumstances and patient in question. In addition, there can be no assurance that

insurance coverage of Genius™ 3D Mammography™ exams will increase, or that Hologic will achieve its sales goals for the product. Hologic expressly disclaims any obligation or undertaking to release publicly any updates or revisions to the statements presented here to reflect any change in the Company's expectations or any change in events, conditions or circumstances on which any such statements are based.

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SOURCE Hologic, Inc.