



NEWS RELEASE

# Hologic CEO Steve MacMillan to Ring Nasdaq Opening Bell on October 2 to Kick Off Breast Cancer Awareness Month

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Trailblazing Company Behind the Genius™ 3D Mammography™ Exam Celebrates Year of Innovations in Breast Health

MARLBOROUGH, Mass., Sept. 29, 2017 /PRNewswire/ -- Hologic, Inc. (Nasdaq: HOLX) announced today that Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, will join selected employees to ring the Nasdaq Opening Bell on October 2 in conjunction with the start of Breast Cancer Awareness Month. Hologic is ringing the bell for the 12th consecutive year to celebrate the Company's recent advances in breast cancer screening and intervention, and to underscore an ongoing commitment to innovation in breast health.

Hologic is primarily focused on improving women's health and well-being through early detection and treatment, and is an established leader in breast cancer diagnosis. The Company strives to develop solutions that better meet the needs of clinicians and their patients. In today's healthcare landscape, these solutions must deliver improved patient satisfaction, better clinician workflow, and facility cost savings.

"Each year, we look forward to Breast Cancer Awareness Month as an opportunity to highlight our dedication to developing products that improve breast cancer detection and address the unmet needs of patients and providers in breast health," said MacMillan. "For example, since we rang the Nasdaq bell a year ago, we have expanded the clinical superiority claims of our market-leading Genius exam, and introduced a number of groundbreaking new screening and interventional products."

Earlier this year, the Genius™ 3D Mammography™ exam was approved by the FDA as superior to standard 2D mammography for routine breast cancer screening for women with dense breasts.[1],[2],[3],[4] This updated



labeling was based on clinical studies proving that the exam improves invasive breast cancer detection while reducing unnecessary recalls among women of all breast densities, including those with dense breasts. The expanded labeling also provides clarity for physicians who previously were unsure how to screen patients with dense breasts.

Two recent product launches, the Brevera™ breast biopsy system with CorLumina™ imaging technology and the SmartCurve™ breast stabilization system, are additional examples of the milestones reached by Hologic in the past year. The Brevera system is the world's first and only breast biopsy solution to combine tissue acquisition, real-time imaging, sample verification and advanced post-biopsy handling in one, integrated system. The innovative system allows physicians to perform fast and efficient procedures that save costs, improve the patient experience, and enhance workflow in the biopsy suite.[5]

Hologic's new SmartCurve system, when used with the Genius exam, is the first and only 3D mammography system that is clinically proven to deliver a more comfortable and more accurate mammogram, compared to 2D mammography alone.[6] For years, women have reported avoiding annual mammograms due in large part to the fear of discomfort associated with breast compression. With this in mind, Hologic's research and development team set out to reduce breast pain without compromising image quality, workflow or dose.[6] In a recent clinical study comparing the SmartCurve breast stabilization system to traditional flat paddle compression, the SmartCurve system improved comfort in 93 percent of women who reported moderate to severe discomfort with standard compression.[5]

The Genius™ 3D Mammography™ exam (also known as the Genius™ exam) is only available on a Hologic® 3D Mammography™ system. It consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. There are more than 4,000 Hologic 3D Mammography™ systems in use in the U.S. alone, so women have convenient access to the Genius exam. To learn more about the Genius exam, visit <http://www.Genius3DNearMe.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 ceremony will be archived for one year on the Nasdaq site.

## About Hologic, Inc.

Hologic, Inc. is an innovative medical technology company primarily focused on improving women's health and well-being through early detection and treatment. For more information on Hologic, visit [www.hologic.com](http://www.hologic.com).

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## Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic products. There can be no assurance these products will achieve the benefits described herein or 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. In addition, there can be no assurance that these products will be commercially successful or achieve any expected level of sales. 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 data or statements are based.

This information is not intended as a product solicitation or promotion where such activities are prohibited. For specific information on what products are available for sale in a particular country, please contact a local Hologic sales representative or write to [womenshealth@hologic.com](mailto:womenshealth@hologic.com).

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[1] Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014 Jun 25;311(24):2499-507.

[2] Bernardi D, Macaskill P, Pellegrini M, et. al. Breast cancer screening with tomosynthesis (3D mammography) with acquired or synthetic 2D mammography compared with 2D mammography alone (STORM-2): a population-based prospective study. Lancet Oncol. 2016 Aug;17(8):1105-13.

[3] Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." JAMA 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact the introduction of the Hologic Selenia® Dimensions ® on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-65%) increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ System versus women receiving 2D FFDM mammograms only.

[4] U.S. Food & Drug Administration Premarket Approval (PMA). FDA.gov  
<https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P080003S005> accessed June 5, 2017.

[5] 3D biopsy only when used with the Affirm breast biopsy system.

[6] Smith, A. Improving Patient Comfort in Mammography. Hologic WP 00119 Rev 001 (2017).

SOURCE Hologic, Inc.