



NEWS RELEASE

Hologic CEO Steve MacMillan to be Joined by Susan G. Komen Founder Nancy Brinker and Pink Hope Founder Krystal Barter to Ring Nasdaq Opening Bell on October 1

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World leader in breast cancer screening celebrates start of Breast Cancer Awareness Month, releases new survey results on breast density

MARLBOROUGH, Mass.--(BUSINESS WIRE)-- Hologic, Inc. (Nasdaq: HOLX) announced today that Nancy G. Brinker, global cancer advocate, Hologic consultant and founder of Susan G. Komen, and Krystal Barter, author and founder of Australian nonprofit Pink Hope, will join Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, and selected employees to ring the Nasdaq Opening Bell for the 13th consecutive year on October 1 to mark the start of Breast Cancer Awareness Month.

In addition to appearing at the Nasdaq MarketSite, Hologic will recognize Breast Cancer Awareness Month by announcing the results from their recent survey, conducted online by The Harris Poll among over 1,000 U.S. women, designed to highlight the need for education about breast density and the effect it has on breast cancer screening and cancer detection. Most notably, the survey found 64 percent of U.S. women do not know that the density of a woman's breasts affects her risk of developing breast cancer; more than two-thirds of U.S. women (68%) do not know their breast density score; and just 36 percent of women have discussed their breast density with a medical professional.¹ Grammy award-winning artist, breast cancer survivor and Genius exam spokesperson Sheryl Crow will educate women on this important topic throughout the month via traditional, digital and social media.

Hologic is the pioneer behind the Genius™ 3D Mammography™ exam, the first breast tomosynthesis exam

approved by the FDA in 2011. The Genius exam detects 20-65 percent more invasive breast cancers and is the only mammogram approved by the FDA as superior for women with dense breasts compared to 2D alone.^{2,3} Nearly half of women between the ages of 40 to 74 have dense breasts, which can make it difficult to detect breast cancer during annual screenings.^{4,5} Density is only identifiable on a mammogram or other imaging modalities, and reflects how much fibrous or glandular tissue is in the breast. Women with dense breasts often require additional imaging, which can result in increased patient anxiety and unnecessary costs. Perhaps most important, women with very dense breasts are four to five times more likely to develop breast cancer than women with less dense breasts.^{6,7}

“We are thrilled to once again ring in Breast Cancer Awareness Month, and share important information about breast density,” said MacMillan. “Since bringing the Genius exam to market in 2011, we have worked tirelessly to ensure that women all over the world have better access to this superior screening option, and we will continue until the Genius exam is available to every woman, everywhere.

“I’m honored to be joined by Ms. Brinker and Ms. Barter, two powerful advocates who have made a remarkable impact on millions of people over the years. Their dedication to educating and supporting women across the globe is unwavering and inspiring, and I am proud to stand beside them to ring in the start of Breast Cancer Awareness Month.”

In the past year, Hologic has introduced a number of new innovations on its 3Dimensions™ Mammography System, now the fastest, highest resolution breast tomosynthesis system ever.⁸ With these innovations, the system now provides higher resolution 3D™ images for radiologists, enhanced workflow for technologists, and a more comfortable mammography experience, with low-dose options, for patients.

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 5,000 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.

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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.

1 HOLOGIC survey, conducted online by The Harris Poll August 14-16, 2018 among 1,155 U.S. women. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Jane Mazur.

2 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% increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1,000 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.

3 FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005.

4 Ho JM, Jafferjee N, Covarrubias GM, Ghesani M, Handler B. Dense breasts: a review of reporting legislation and available supplemental screening options. *AJR Am J Roentgenol*. 203(2):449-56, 2014.

5 Sprague BL, Gangnon RE, Burt V, et al. Prevalence of mammographically dense breasts in the United States. *J Natl Cancer Inst*. 106(10), 2014.

6 Boyd NF, Guo H, Martin LJ, et al. Mammographic density and the risk and detection of breast cancer. *N Engl J Med*. 356(3):227-36, 2007.

7 Yaghjian L, Colditz GA, Collins LC, et al. Mammographic breast density and subsequent risk of breast cancer in postmenopausal women according to tumor characteristics. *J Natl Cancer Inst*. 103(15):1179-89, 2011.

8 Data on file

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Media Contact:

Hologic, Inc.

Jane Mazur

508.263.8764 (direct)

585.355.5978 (mobile)

jane.mazur@hologic.com

or

Nasdaq

Emily Pan

646.441.5120

or

Investor Contact:

Hologic, Inc.

Michael Watts

858.410.8588

michael.watts@hologic.com

Source: Hologic, Inc.