



NEWS RELEASE

Hologic, Inc. Marks Breast Cancer Awareness Month by Ringing the Opening Bell at NASDAQ and Taking 3D Mammography on the Road

9/20/2012

First of its kind, 3D mammography in a mobile coach, is used to show off the latest in breast cancer screening and diagnosis

BEDFORD, Mass., Sept. 20, 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 Rob Cascella, Hologic's President and Chief Executive Officer, will preside over the October 1st NASDAQ Stock Market Opening Bell Ceremony marking the start of Breast Cancer Awareness Month. This is Hologic's seventh consecutive year of kicking off breast cancer awareness month on NASDAQ. The ceremony will begin at 9:15 a.m. (ET).

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

<http://multivu.prnewswire.com/mnr/hologic/50100/>

(Photo: <http://photos.prnewswire.com/prnh/20120920/MM77094>)

The NASDAQ Opening Bell Ceremony will be the culmination of a series of events Hologic has planned to raise awareness for its Dimensions 3D mammography (breast tomosynthesis) system. Unlike conventional 2D mammography where the presence of overlapping breast tissue can make it more difficult to detect cancer, the Hologic 3D mammography procedure allows doctors to see the breast more clearly, particularly for women with dense breasts. As a result, fewer women are called back for additional testing because of false positive results. Clinicians also report that the Hologic 3D mammography procedure detects cancers that may have been missed by 2D mammography.

A mobile mammography coach on loan from **Baxter Regional Medical Center**, the first center in the U.S. to use 3D mammography in a mobile setting, will travel from Arkansas to both Washington, D.C. and New York City to demonstrate Hologic's 3D technology to policy makers, cancer advocates, investors, patients and media.

In his opening remarks at NASDAQ, Mr. Cascella will speak about the responsibility of manufacturers to invest in technologies that enable more effective breast cancer screening and the difference 3D mammography can make in early detection of the disease. "Hardly a day goes by without a news clip, newspaper article or physician reporting about improved cancer detection using our 3D technology that would have otherwise been missed," Mr. Cascella notes. "Hologic's 3D technology provides a more detailed, accurate picture of the breast, significantly improving early detection while reducing false positives and unnecessary callbacks by 40%. We know the chance for successful treatment is greatest when the cancer is detected early and hearing so many of these incredible stories strengthens our commitment to make our 3D mammography technology available to breast centers all over the world."

To emphasize the important role technology plays in the early detection of breast cancer, the mobile coach with the new Hologic Dimensions 3D mammography system will be positioned in front of the Capitol building in Washington, D.C. on September 25th followed by a trip to the NASDAQ MarketSite in Times Square for the NASDAQ Opening Bell ceremony on October 1st.

Radiologists, clinicians, scientists and developers will be on-hand in Washington, D.C. and New York City to answer questions about this breakthrough technology. In addition, the general public will have an opportunity to tour the coach and learn firsthand about this remarkable new technology for breast cancer screening.

The NASDAQ Stock Market Opening Bell Ceremony will be aired live at http://www.nasdaq.com/reference/marketsite_about.stm by clicking on the MarketSite live webcam and will also be aired 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**.

Hologic's 3D mammography system

Hologic's **3D mammography (breast tomosynthesis) system** was approved by the U.S. Food and Drug Administration in February 2011. In addition to the more than 300 sites that have a 3D system in the U.S., the technology is installed in hospitals and imaging centers in 26 countries on six continents. The product was approved for sale in Europe and other countries recognizing the CE mark in 2008.

In addition to mammography screening, Hologic provides products and technologies to address the entire continuum of breast health, including screening, definitive diagnosis, and therapy. Hologic's breast biopsy systems are designed to provide clinicians with easier and more effective access to lesions with fewer needle insertions.

Women diagnosed with early-stage breast cancer may be candidates for Hologic's targeted radiation therapy, a patient-friendly and effective option that can allow women to get back to their normal lives sooner. Hologic's breast magnetic resonance imaging solutions are highly sensitive for cancer staging, problem solving, post-treatment surveillance and other indications.

About Hologic, Inc.:

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems, and surgical products. 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.

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.

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

Investor and Media Contacts:

Deborah R. Gordon
Vice President, Investor Relations
(781) 999-7716
deborah.gordon@hologic.com

Jim Culley
Senior Director of Marketing
(302) 528-1312 (mobile)
jim.culley@hologic.com

SOURCE Hologic, Inc.