



NEWS RELEASE

# Hologic Launches New Bone Densitometer Platform for Osteoporosis, Cardiovascular Disease, and Obesity Assessment

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Hologic's Horizon DXA platform is designed from the bottom up to include the latest in technical capabilities and workflow efficiencies for now and for the future

BEDFORD, Mass., Aug. 8, 2013 /PRNewswire/ -- Hologic, Inc. (Hologic or the Company) (NASDAQ: HOLX), a leading developer, manufacturer and supplier of premium diagnostics, medical imaging systems and surgical products, with an emphasis on serving the healthcare needs of women, today announced the commercialization of Horizon, a totally redesigned DXA (dual energy X-ray absorptiometry) imaging system for the assessment of three critical health problems - osteoporosis, cardiovascular disease, and obesity. Built on Hologic proprietary technologies, the Horizon platform offers expanded technical capabilities, workflow efficiencies and improved design components to meet clinician needs now and into the future. Horizon is being launched in the U.S. and other countries.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/62216-hologic-launches-new-bone-densitometer-platform-for-osteoporosis>

The global impact of osteoporosis, cardiovascular disease, and obesity-related problems is serious and costly. It is estimated one in two women and one in four men over the age 50 will have an osteoporosis-related fracture during their lifetime.<sup>1</sup> Approximately 17 million people die from cardiovascular disease each year.<sup>2</sup> The incidence of obesity has increased 82% in the past 20 years<sup>3</sup> and it is estimated that 2.8 million people die each year from complications related to this disease.<sup>4</sup> Together, these health issues represent a significant cost to national healthcare systems and impact millions of lives.

The Hologic Horizon DXA platform offers:

- A Single Energy Femur Exam that allows clinicians to visualize potential atypical femur fractures, an unusual form of femur fracture which can occur as the result of bisphosphonate use
- A FRAX 10-year Fracture Risk Report which can aid in the early detection of osteoporosis by taking into account risk factors in addition to bone density
- High Definition Instant Vertebral Assessment (IVA-HD) capability for significantly improved detection of vertebral fractures
- An Abdominal Aortic Calcification feature through Hologic's IVA-HD technology which enables clinicians to visualize abdominal aortic calcifications, a significant predictor of cardiovascular disease
- Advanced Body Composition assessment with visceral fat estimation to assist in the evaluation of metabolic health

The Horizon platform is designed to offer improved precision, stability and throughput over current products. New, clinically relevant built-in enhancements include a high-resolution multi-element detector array with ceramic detector technology for improved bone mapping and image quality; a high-frequency pulsing power supply that offers greater system stability and future flexibility, and a filter drum to support future development initiatives.

"We expect the technical advancements built into our Horizon platform will set a new standard for image quality and operational efficiency," said John Jenkins, Hologic Vice President of Marketing for Specialty Imaging Products. "Hologic pioneered the DXA market with the introduction of the first QDR bone densitometer and we have maintained our leadership position through continued investment in research and development. The Horizon platform is a great example of this investment. The new system combines a wealth of proprietary, advanced technologies that provide clinicians with the most accurate diagnostic information available. We remain committed to providing technologies that will differentiate Hologic from our competitors and help women and men throughout the world lead healthier, stronger lives."

## About Hologic, Inc.

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems, and surgical products, with an emphasis on serving the healthcare needs of women. 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.

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## Forward-Looking Statement Disclaimer.

This News Release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic's new Horizon platform. There can be no assurance the system 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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1 Handout on Health: Osteoporosis, Riggs and Melton 1995

2 World Health Organization (WHO). [http://www.who.int/cardiovascular\\_diseases/resources/atlas/en/](http://www.who.int/cardiovascular_diseases/resources/atlas/en/)

3 The Lancet, Volume 380, Issue 9859, Pages 2053 - 2054, 15 December 2012 >doi:10.1016/S0140-6736(12)62133-3

4 World Health Organization (WHO). <http://www.who.int/features/factfiles/obesity/facts/en/index1.htm>

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