



NEWS RELEASE

Hologic Launches a Series of Hands-on Programs to Introduce Clinicians to the Benefits of 3D Breast Tomosynthesis in Clinical Practice

5/23/2011

Evening presentations and product demonstrations in major U.S. cities give clinicians practical experience with the Selenia Dimensions 2D/3D breast tomosynthesis system, the first breast cancer screening and diagnostic system approved by the U.S. Food and Drug Administration (FDA) employing tomosynthesis

BEDFORD, Mass., May 23, 2011 /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, has announced the first nine U.S. cities for a series of evening events to introduce clinicians to the Selenia Dimensions 2D/3D breast tomosynthesis system and gain hands-on experience with this new technology.

The Hologic system is the first commercial mammography system with breast tomosynthesis technology for breast cancer screening and diagnosis. The Selenia Dimensions system gives radiologists the option of offering their patients a 3D tomosynthesis exam in addition to the conventional 2D exam - all in one compression, in just seconds. In clinical studies Hologic submitted to the U.S. Food and Drug Administration (FDA), radiologists reading 2D mammography plus 3D breast tomosynthesis images compared to 2D images alone demonstrated superior clinical performance in specificity, the confidence to rule out breast cancer without recalling the patient for further study, and also demonstrated improved sensitivity, the proportion of mammograms which include breast cancers that were correctly diagnosed.¹

Experts specializing in the areas of clinical image science, connectivity, medical education, and managed care will participate in the Hologic events. The first leg of the U.S. tour will include the following cities:

- May 24th, Boston, Massachusetts



- June 14th, New York, New York
- June 16th, Chicago, Illinois
- July 12th, Seattle, Washington
- July 14th, San Francisco, California
- July 19th, Denver, Colorado
- July 21st, Dallas, Texas
- July 26th, Atlanta, Georgia
- July 28th, Tampa, Florida

Radiologists, administrators, technologists, and other interested parties may register for the no cost, first of its kind events at www.hologic.com/tomoshows.

"We feel that a series of educational programs is the best way to give U.S. mammography centers a chance to evaluate the systems firsthand," said Peter Soltani, Senior Vice President and General Manager of the Hologic Breast Health business. "These events are designed to educate clinicians on the potential benefits of this new breast cancer screening technology, determine whether it is suitable for their practice and how best to introduce it into their clinical practice if appropriate."

About the Selenia Dimensions 2D/3D Tomosynthesis System

Hologic's Selenia Dimensions 2D/3D tomosynthesis system offers a new method for breast cancer screening and diagnosis. Unlike prior-generation mammography systems, which generate 2D images, breast tomosynthesis produces volumetric images that reveal the inner architecture of the breast, free from the distortion typically caused by tissue overlap.

Hologic's 2D/3D breast tomosynthesis systems are already cleared for sale in 40 countries. Selenia Dimensions 3D tomosynthesis was approved for sale in the United States by the FDA on February 11, 2011.

About Hologic, Inc.

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostics products, medical imaging systems and surgical products dedicated to serving the healthcare needs of women. Hologic's core business units are focused on breast health, diagnostics, GYN surgical, and skeletal health. Hologic provides a comprehensive suite of technologies with products for mammography and breast biopsy, breast magnetic resonance imaging, radiation treatment for early-stage breast cancer, cervical cancer screening, treatment for menorrhagia and uterine fibroids, permanent contraception, osteoporosis assessment, preterm birth risk assessment, mini C-arm for extremity imaging and molecular diagnostic products including HPV and reagents for a variety of DNA and RNA

analysis applications. For more information, visit www.hologic.com.

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

Forward Looking Disclaimer

This News Release contains forward-looking information that involves known and unknown risks and uncertainties, including statements about Hologic's Selenia Dimensions 3D tomosynthesis system, including the anticipated benefits of that system. The Company cannot assure that the system will achieve the anticipated 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 system can only be determined on a case-by-case basis depending on the particular circumstances and patient in question. Among other things, newly introduced products may contain undetected errors or defects or otherwise not perform as anticipated. The risks and uncertainties included above are not exhaustive. Other factors that could adversely affect the Company's business and prospects are described in the Company's filings with the Securities and Exchange Commission. 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.

¹The Hologic clinical studies presented to the FDA as part of the Company's Pre Market Approval submission compared the results of radiologists reading digital mammograms from Hologic's Selenia Dimensions system in combination mode (2D+3D tomosynthesis) to reading Hologic's 2D mammograms alone.

Contacts:

Olga Karagiannis

Hologic, Inc.

Olga.Karagiannis@hologic.com

Tel: 781.761.7069

Anne Rivers

Hologic, Inc.

Anne.Rivers@hologic.com

Tel: 508.263.8765

