



NEWS RELEASE

Hologic Showcases its 3D Mammography (Breast Tomosynthesis) at National Consortium of Breast Centers (NCBC) Meeting

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Selenia Dimensions 3D system addresses many of the limitations caused by overlapping tissue in 2D mammography exams

BEDFORD, Mass., March 3, 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, will showcase its 3D mammography and other new, ready-to-market technologies in women's imaging at the 21st Annual National Interdisciplinary Breast Center Conference (NCBC) in Las Vegas, Nevada, March 12-16, 2011. The **NCBC** is a nonprofit membership organization dedicated to excellence in breast health care for the general public.

Hologic's **Selenia Dimensions** technology is the first commercially available breast cancer screening and diagnosis system to deliver on the extraordinary promise of breast tomosynthesis - a breakthrough technology poised to revolutionize how breast cancer is detected today. Mammography systems using conventional 2D imaging have limitations caused by tissue overlapping tissue in the breast that may hide lesions or cause benign areas to appear suspicious.

In clinical studies, radiologists reading 2D plus 3D mammography (breast tomosynthesis) compared to 2D mammography 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.*

Hologic's Selenia Dimensions systems are installed in more than a dozen countries and cleared for sale in 40 countries. Selenia Dimensions 3D was approved for sale in the United States by the U.S. Food and Drug Administration (FDA) on February 11, 2011.



Selenia Dimensions delivers the exceptional 2D images the industry has come to expect from Hologic and, for the first time ever, gives radiologists the option of offering their patients a conventional 2D digital mammogram and a 3D tomosynthesis exam - all under one compression, in just seconds, at a combined x-ray dose below the FDA's acceptable maximum guidelines for screening mammography.

Also shown for the first time at NCBC are two new products designed specifically for our Selenia Dimensions 2D/3D system: the Affirm upright breast biopsy guidance system and ImageChecker 3D Calc computer-aided detection. Affirm is cleared for sale in the U.S. ImageChecker 3D Calc is a work in progress and is not available for sale in the U.S.

Radiologists attending NCBC are invited to gain firsthand experience reading 3D mammography cases at a private reception. This exclusive event is for those interested in having hands-on time reading cases from the Hologic breast tomosynthesis system. Reservations for this event may be made online at hologic.com/ncbc.

With the recent acquisition of **Sentinel Medical**, Hologic is also highlighting at NCBC a suite of breast magnetic resonance imaging (MRI) tools in our best-in-class women's health portfolio. MRI is an important standard of care in breast screening for women indicated as having a high risk of developing breast cancer.

For times when a suspicious lesion is detected, NCBC attendees are invited to discover the many ways Hologic can help deliver compassionate, clinically effective alternatives to open surgical breast biopsy. From the Hologic **A TEC**, **Eviva** and **Celero** breast biopsy devices to the new, ergonomically engineered, **MultiCare Platinum** breast biopsy table with the latest in patient comfort features, Hologic brings compassionate care to healthcare providers the world over.

Should cancer be detected in its early stages, many women are candidates for the Hologic **MammoSite ML** multi-lumen radiation therapy system, a welcomed clinical option and a patient-friendly alternative to traditional whole breast radiation.

NCBC attendees will see firsthand why radiologists, surgeons and radiation oncologists have made Hologic a worldwide leader in breast health.

* The Hologic Selenia Dimensions clinical studies presented to the FDA as part of Hologic's PMA submission that compared Hologic's Selenia Dimensions combo-mode to Hologic's 2D FFDM

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 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 human papillomavirus (HPV) testing and reagents for a variety of DNA and RNA analysis applications.

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Forward Looking Statement Disclaimer

This News Release contains forward-looking information that involves risks and uncertainties, including statements about Hologic's plans, objectives, expectations and intentions. Such statements include, without limitation, statements regarding the expected performance and benefits of the digital mammography, biopsy and radiation therapy products mentioned herein. There can be no assurance that any of these products 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 these products can only be determined on a case-by-case basis depending on the particular circumstances and patient in question . These forward-looking statements are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those anticipated. Factors that could cause actual results to materially differ include, without limitation: risks inherent in the development of new products and the enhancement of existing products, including technical and regulatory risks, cost overruns and delays; the risk that newly introduced products may contain undetected errors or defects or otherwise not perform as anticipated; Hologic's ability to predict accurately the demand for its products and to develop strategies to address its markets successfully; technical innovations that could render products marketed or under development by Hologic obsolete; competition; and reimbursement policies for the use of Hologic's products. Other factors that could adversely affect Hologic's business and prospects are described in Hologic's filings with the Securities and Exchange Commission. Hologic expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any such statements to reflect any change in Hologic's expectations or any change in events, conditions or circumstances on which any such statement is based.

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