



NEWS RELEASE

Hologic to Preside Over NASDAQ Opening Bell Ceremony Marking the Start of Breast Cancer Awareness Month

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For the Sixth Straight Year Employees of Hologic, a Leader in Breast Health Worldwide, Will Help NASDAQ in Recognizing Women and Families Impacted by Breast Cancer

BEDFORD, Mass., Sept. 21, 2011 /PRNewswire/ -- Hologic, Inc. (Hologic or the Company) (NASDAQ: HOLX), a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products dedicated to serving the healthcare needs of women, today announced that Rob Cascella, Hologic's President and Chief Executive Officer, will preside over The NASDAQ Stock Market Opening Bell Ceremony marking the start of Breast Cancer Awareness Month. The ceremony will begin at 9:15 a.m. (ET) on October 3, 2011.

Breast cancer statistics are staggering:

- One of eight U.S. women will get breast cancer in her lifetime.(i)
- Breast cancer is the second leading cause of cancer death in the U.S. It is the leading cause of death in women aged 35 to 65 years.(ii)

But there is hope...



- Between 1990 and 2007, the mortality rate from breast cancer in the United States decreased by 31 percent, principally due to the contribution of mammographic screening and improved therapies.(iii)
- Approximately 2.5 million women with a history of breast cancer living in America are alive today.(iv)

Mr. Cascella will speak to the importance of empowering women to make their health a priority. "Early and accurate diagnosis of breast cancer is crucial to improving the outcome of women afflicted with this terrible, yet treatable, disease," Mr. Cascella notes. "We take our role as the leader in breast health very seriously and are excited to now be able to offer women 3D breast tomosynthesis for breast cancer screening and diagnosis. We are confident this new technology will help clinicians in catching breast cancers earlier and in significantly reducing the number of unnecessary diagnostic work-ups."

In February, 2011, Hologic was the first company to obtain U.S. Food and Drug Administration (FDA) approval for 3D **breast tomosynthesis** -- a breakthrough Hologic believes will revolutionize how breast cancer is detected today.

In clinical studies, 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 improved sensitivity, the proportion of mammograms which include breast cancers that were correctly diagnosed.(v)

In addition to mammography screening, Hologic provides products and technologies to address the entire continuum of screening, definitive diagnosis and therapy. If a suspicious lesion is detected, Hologic breast biopsy systems are designed to provide clinicians with easier and more effective access to the lesion with fewer needle insertions. Should cancer be detected in its early stages, many women are candidates for Hologic's targeted radiation therapy, a patient-friendly and effective alternative for women that qualify. Hologic's breast magnetic resonance imaging (MRI) solutions are highly sensitive for cancer staging, problem-solving, post treatment surveillance, and other indications. Breast MRI can detect many breast cancers that are often hidden when using standard imaging.

The Company's **PromisetoMe.com** website is further evidence of Hologic's support for women taking control of their health. For every woman making the Promise to Me pledge, Hologic will contribute funds for mammograms and cervical cancer and bone density screening for women that cannot afford the exams.

The NASDAQ Stock Market Opening Bell Ceremony will be aired live on **http://www.nasdaq.com/reference/marketsite_about.stm** by clicking on the MarketSite live webcam and on the NASDAQ MarketSite Tower in Times Square in New York City with closed captioning. For those who miss the live telecast, a video of the Opening Bell Ceremony will be archived for one year on the **NASDAQ site**.

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**.

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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 breast tomosynthesis system, including the benefits of that system. The Company cannot assure that the system will achieve the 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.

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(i) American Cancer Society, 2009-2010 Breast Cancer Facts and Figures.

(ii) American Cancer Society, 2009-2010 Breast Cancer Facts and Figures.

(iii) Daniel B. Kopans, MD, Robert A. Smith, PhD and Stephen W. Duffy, MSc, Mammographic Screening and "Overdiagnosis," Radiology, 260, September 2011 pp 616-620.

(iv) American Cancer Society, 2009-2010 Breast Cancer Facts and Figures.

(v) The reader studies used ROC analysis of cases collected on Hologic mammography and breast tomosynthesis

systems. The studies were included in the Hologic FDA Selenia Dimensions breast tomosynthesis submission.

SOURCE Hologic, Inc.