



NEWS RELEASE

## Hologic to Showcase 3D Mammography (Breast Tomosynthesis) and Other Advanced Women's Imaging Technologies at RSNA 2011, the Largest Radiology Show in the World

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From breast screening, intervention and treatment to extremity imaging and osteoporosis risk assessment, Hologic is the U.S. leader in women's health

BEDFORD, Mass., Nov. 21, 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 feature some of its newest women's health products at the 97th Scientific Assembly and Annual Meeting of the Radiological Society of North America (**RSNA**) at McCormick Place in Chicago, November 26 through December 2.

Products highlighted this year include:

**3D Mammography (Breast Tomosynthesis).** The Hologic Selenia Dimensions 2D + 3D system systems provides radiologists measurable improvements in specificity and sensitivity over conventional digital mammography and increases radiologists confidence in ruling out breast cancer without a recall. For the first time ever, Selenia Dimensions breast tomosynthesis allows radiologists to offer their patients a conventional 2D digital mammogram and a 3D tomosynthesis exam in one compression, in just seconds at a dose below the U.S. mammography screening guidelines.

Hologic is offering five 90-minute programs combining lectures and hands-on experience for radiologists and other medical professionals interested in learning more about breast tomosynthesis technology. Six scientific papers that

discuss the use of Hologic tomosynthesis in clinical breast cancer screening practices will be presented at RSNA.

A synthesized 2D image reconstruction algorithm commercially available outside the U.S. will be presented at the meeting. The algorithm is designed to create a 2D image from the tomosynthesis projection data, thereby eliminating the need for a 2D exposure, while maintaining superior performance to a conventional 2D-only FFDM exam.

**Breast Biopsy Devices.** Innovation coupled with a focus on quality and customer service has made Hologic the leading U.S. producer of vacuum-assisted breast biopsy devices. Shown for the first time at RSNA as a commercially-available system in the U.S. and in countries recognizing the CE mark, the Hologic **Affirm** guidance system gives facilities the opportunity to offer leading-edge technology in minimally invasive breast biopsy. The system's pre-programmed settings for Hologic **Eviva** and **ATEC** biopsy devices are designed to offer radiologists quick and efficient set-up for reduced procedure times.

**Specimen Radiography.** Frequently, breast specimen imaging is performed directly on a facility's mammography system taking time away from using the system for normal screening and diagnostic exams. In addition, if the clinician leaves the procedure to confirm the specimen image, the patient often needs to stay under anesthesia and/or in compression during this time.

The recently cleared Hologic **Trident** mobile specimen radiography system uses proprietary direct digital detector technology designed to produce high-quality images for rapid verification of tissue specimens such as breast biopsy samples.

**Magnetic Resonance Imaging Products.** Also shown for the first time at RSNA is the recently cleared Hologic **Sentinel Endo Coil** for pelvic imaging, including staging for prostate cancer. A 90-minute program that combines lectures and hands-on experience reading prostate MRI cases with visualization and analysis software is available for radiologists interested in the new technology.

"RSNA provides an opportunity for Hologic to showcase our new and innovative products, such as 3D breast tomosynthesis for breast cancer screening and diagnosis," stated Rob Cascella, President and CEO of Hologic. "This has been an exciting year for Hologic as we continue our focus on improving technology for the diagnosis and treatment of breast cancer. In addition to 3D mammography, we introduced a number of other new imaging technologies and will have them all on display at the Annual Meeting of the Radiological Society of North America, the largest radiology show in the world."

Other Hologic products expected to generate considerable interest include:

- Breast density is a clinically significant predictor of breast cancer risk, almost as significant as a woman's age. Hologic **Quantra** technology estimates volumes in the breast and calculates the volumetric fraction of fibroglandular tissue.
- Hologic Advanced Body Composition software for its **Discovery** platform can help patients and physicians establish goals for weight loss, exercise and diet regimes. The software targets a major problem impacting 59 million American adults - obesity.
- A work-in-progress this year is the Hologic **Fluoroscanner InSight-FD** mini C-arm with an innovative high-resolution flat detector that rivals standard x-ray images in a mini fluoroscopy system.
- For a more extensive listing of products that Hologic will be featuring at RSNA 2011, click **here**.

## 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.

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