



NEWS RELEASE

Hologic to Showcase Award Winning 3D Mammography and Other Advanced Imaging Technologies at RSNA 2012

11/19/2012

World-class solutions for breast screening, intervention and treatment, osteoporosis risk assessment and extremity imaging highlight Hologic's commitment to putting Patients First

BEDFORD, Mass., Nov. 19, 2012 /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 its newest women's health products at the 98th Scientific Assembly and Annual Meeting of the Radiological Society of North America (**RSNA**) at McCormick Place in Chicago, November 25 through November 29.

"The RSNA annual conference is always an exciting time for Hologic, but this year we are particularly pleased to be able to highlight our considerable advances in 3D mammography," stated Rob Cascella, President and CEO of Hologic. "Since U.S. approval last year, we've seen a great deal of interest in this breakthrough technology, with many early users becoming instant believers of and advocates for our 3D mammography platform. Hardly a day goes by without another TV or newspaper story on how the technology finds cancers missed with traditional mammography. In addition, we are beginning to see more peer-reviewed papers accepted for publication in major scientific journals and are confident these papers will confirm the extremely compelling benefits of 3D mammography – improved accuracy compared to conventional mammography, resulting in earlier detection of cancers and a reduced need for recalls."

The RSNA is an international society of radiologists, medical physicists and other medical professionals with more than 50,000 members across the globe. RSNA hosts the largest medical meeting in the U.S., drawing 60,000 attendees annually. The theme for RSNA's 98th Scientific Assembly and Annual Meeting is "People First."

3D Mammography Highlights at RSNA

Prominently featured at RSNA this year is Hologic's **Selenia Dimensions** 3D mammography (breast tomosynthesis) system. The technology was approved by the U.S. Food and Drug Administration (FDA) in February 2011 and has been available in countries recognizing the CE mark since 2008. Hologic's 3D mammography technology is available in 47 states in the United States and 28 other countries.

Hologic's 3D mammography system placed first in the digital mammography category in the KLAS 2012 annual survey of healthcare executives and clinicians. KLAS is a research firm specializing in monitoring and reporting on the performance of healthcare vendors. 3D mammography was recently selected by AuntMinnie as the "hottest clinical procedure" of the year for the third consecutive year. AuntMinnie is the largest and most comprehensive Web site for medical imaging professionals worldwide. In October, the **Cleveland Clinic** picked 3D mammography as one of the Top 10 Medical Innovations for 2013 at the Clinic's 10th annual Medical Innovation Summit.

Fifteen of the clinical papers and over 50 of the workshops, seminars, poster sessions and scientific papers to be presented at the conference are on 3D mammography. Clinical presentations cover the use of tomosynthesis in screening and diagnostic applications.

Hologic is once again offering training sessions including hands-on experience reading 3D breast tomosynthesis images in combination with conventional and synthesized 2D images. Brief lectures will provide an overview of the technologies prior to the hands-on sessions. Each program will be taught by a leading breast imaging radiologist. Radiologists can register for a workshop through the RSNA meeting web site.

Some of Hologic's other advances in breast tomosynthesis on display at the conference include its tomosynthesis biopsy option for use with the Affirm biopsy guidance system and its C-View synthesized 2D image option. The tomosynthesis biopsy option is CE marked and is pending FDA clearance. C-View images are designed to be used with tomosynthesis in the screening and diagnosis of breast cancer, eliminating the need for a separate 2D exposure. The C-View synthesized 2D image option received CE marking in 2011 and while not yet approved in the U.S., received a favorable vote from an FDA Advisory Panel in October 2012.

Other Hologic Product Advances Highlighted This Year

Selenia and Selenia Dimensions 2D mammography systems continue to be recognized as the standard-bearers for the industry, ranking second and third, respectively, in the digital mammography category in the KLAS 2012 annual survey of healthcare executives and clinicians.

New this year is the Selenia Dimensions 2D Screening Package, an elegant solution for customers seeking a cost-effective addition to their breast cancer screening capabilities. The Dimensions 2D Screening Package can be upgraded quickly and efficiently to include diagnostic, interventional, or tomosynthesis capabilities, giving facilities unlimited flexibility in expanding service offerings at a time of their choosing.

Also on display this year is Hologic's Selenia Dimensions 2D Contrast Imaging Option, an effective means of adding physiological information to a diagnostic exam. This option is CE marked and pending FDA clearance.

Hologic's Image Analytics innovations include Quantra breast density assessment software, designed to provide a BI-RADS-like value for the consistent reporting of breast composition and Hologic's BACS (Breast Arterial Calcification Scoring) software package. BACS can be used to evaluate calcified plaques in arteries. Quantra is CE marked and cleared for sale in the U.S. BACS is CE marked and pending FDA approval.

In the biopsy area Hologic is premiering a new introducer for use with the ATEC biopsy system under ultrasound guidance. One insertion allows for both biopsy needle placement and marker deployment.

In breast MRI, Hologic is showing a new 16-channel Sentinelle Breast Coil array designed to provide excellent signal-to-noise ratio as well as optimal access for breast biopsies.

In Skeletal Health, Hologic is highlighting two products. The first is a new Advanced Body Composition Assessment package on the Discovery platform. This package is designed to assist clinicians with the diagnosis and monitoring of obesity related metabolic diseases, athletic training regimens and sports injury rehabilitation programs. The second, shown for the first time at RSNA as a commercial product, is Hologic's FluorSCAN InSight-FD Mini C-arm with flat panel detector technology. The product is designed specifically for orthopedic and extremity surgeons and offers a thin profile and improved workspace access with enhanced ease of positioning.

For a more extensive listing of products that Hologic will be featuring at RSNA 2012, [click here](#).

About Hologic, Inc.

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems, and surgical products. 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. For more information, visit www.hologic.com.

Hologic, Advanced Body Composition, Affirm, ATEC, BACS, C-View, Dimensions, Discovery, FluorSCAN, Quantra,

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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 products. There can be no assurance the systems 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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