



NEWS RELEASE

## Hologic to Showcase Total 3D Mammography (Tomosynthesis) Solution at National Consortium of Breast Centers (NCoBC) Annual Conference

3/13/2014

First-ever NCoBC sponsored pre-conference seminar to be held on 3D mammography  
BEDFORD, Mass., March 13, 2014 /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, with an emphasis on serving the healthcare needs of women, will feature its award-winning 3D mammography platform as part of its comprehensive portfolio of breast health solutions at the 24th Annual Interdisciplinary Breast Center Conference in Las Vegas, Nevada March 15 - 19, 2014. The **NCoBC** is a nonprofit membership organization comprised of medical and industry professionals from around the world dedicated to excellence in breast health care for the general public.

"NCoBC's annual conference offers Hologic the opportunity to showcase our extensive suite of breast imaging and diagnostic solutions to breast health medical and industry professionals from around the globe," said David Harding, Hologic's Group Senior Vice Present and General Manager, Women's Health. "The adoption of 3D mammography continues to gain momentum as more and more studies are published supporting the clinically superior benefits of this groundbreaking technology. NCoBC's interdisciplinary membership provides a particularly effective venue for demonstrating the depth and strength of our 3D mammography platform as a total solution for breast cancer screening, diagnostic and interventional procedures."

Prominently highlighted this year will be Hologic's Selenia Dimensions 3D mammography system with the lower-dose C-View software. The Affirm 3D biopsy option for the Selenia Dimensions system will also be shown and is a first of its kind breast biopsy technique designed for the localization and accurate targeting of regions of interest including lesions not detected with conventional 2D imaging. The Affirm system offers various features to streamline workflow including pre-programmed settings with the Company's Eviva and ATEC vacuum-assisted

breast biopsy systems.

For the first time, NCoBC will sponsor a pre-conference seminar on 3D mammography. The 4-hour seminar will take place on Sunday, March 16, 2014 beginning at 8:00 am and will feature lectures and workshops led by prominent radiologists with extensive experience using 3D mammography in their clinical practices. The seminar will provide instruction and hands-on experience reading 3D mammography exams using Hologic's SecurView diagnostic workstations. Attendees will also have an opportunity to participate in a panel discussion on implementation issues associated with 3D mammography. For further information or to register for the seminar please visit the **NCoBC website**.

Hologic will be hosting two special events at the conference to further highlight the advances in its 3D technology:

- Two "Interventional breast biopsies guided by tomosynthesis" workshops will be held on Sunday, March 16, 2014, 6:45 pm to 7:30 pm and Monday, March 17, 2014, 6:15 pm to 7:00 pm, Verona Room, Caesars Palace.
- A breakfast symposium, "Beyond screening: Advances in screening, diagnostic and interventional breast tomosynthesis applications" with Dr. Linda Greer, Medical Director, John C. Lincoln Hospital will be held on Monday, March 17, 2014, 7:00 am to 7:45 am, Milano Ballroom, Caesars Palace. For additional information and registration information please write **tomoinfo@hologic.com**.

The Company will also be featuring its comprehensive interventional breast biopsy solutions for advanced patient care. Hologic's Eviva, ATEC, and Celero breast biopsy devices are designed to deliver compassionate, clinically effective alternatives to open surgical breast biopsy. The MultiCare Platinum prone breast biopsy table, which offers the latest advances in stereotactic technology, will also be shown along with the Trident specimen radiography system. The Trident system utilizes Hologic's acclaimed detector technology and is a cost-effective workflow solution designed to address surgical specimen and core biopsy imaging needs.

## 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 breast health, diagnostics, 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](http://www.hologic.com).

Hologic, Affirm, ATEC, Celero, C-View, Dimensions, Eviva, MultiCare, SecurView, Selenia and Trident are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries.

## 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 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 the products 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 any such statements presented herein to reflect any change in expectations or any change in events, conditions or circumstances on which any such data or statements are based.

## Contacts:

---

Marianne McMorrow  
Global PR and Advertising Manager  
marianne.mcmorrow@hologic.com  
781.999.7723 (Boston)  
512.284.4424 (mobile)

Pat Hall  
Director of Corporate Communications  
pat.hall@hologic.com  
781.999.7463 (Boston)  
919.245.3460 (North Carolina)  
919.622.1341 (mobile)

SOURCE Hologic, Inc.