



NEWS RELEASE

Hologic's 3D Mammography Technology to be the "New Standard of Care," According to Healthcare Research Firm KLAS

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98% of Providers Interviewed Say They Would Buy 3D Mammography Again

BEDFORD, Mass., March 19, 2013 /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, announced today the results of an independent survey by KLAS Research of Hologic 3D mammography sites in the U.S. The in-depth survey, which was not commissioned by Hologic, included fifty respondents whose facilities had used Hologic's 3D mammography (breast tomosynthesis) technology for at least one year. The researcher reported that "providers are seeing cancers that they would not previously have seen with traditional digital mammography," and concluded that providers who are considering 3D mammography "would benefit by quickly jumping on the bandwagon."i

This and other findings are available in the recently-issued KLAS report titled "Breast Tomosynthesis 2013: The Business Case." KLAS specializes in monitoring and reporting on the performance of healthcare vendors. Working together with executives from more than 4,500 hospitals and 2,500 clinics, KLAS helps medical equipment customers and purchasing agents understand which products are preferred by users.

"This is a really exciting technology to watch evolve," said Monique Rasband, KLAS Research Director and report author. "In our 2012 report on women's imaging, we received an overwhelming response from providers to dive deeper into the clinical and financial impact of tomosynthesis [3D mammography]. And what we have uncovered in this 2013 study will really help those who are considering tomosynthesis as a move-forward option."ii

Since the clinical benefits of 3D mammography for breast cancer screening are well-understood and widely-accepted, the report focused on whether the technology was worth the investment for providers. Nearly 90% of



those surveyed said they are achieving a positive return on investment (ROI). According to the report, providers saw "a significant reduction in false-positive callbacks, an increase in new patients, and even workflow improvements."iii

In conventional 2D mammography, the presence of overlapping breast tissue can make it more difficult to detect cancer and to evaluate areas of suspicion. Hologic's 3D mammography technology is designed to help overcome these limitations and allow doctors to see breast tissue more clearly, free from the interference of overlapping structures. Clinical data shows that the addition of 3D mammography to a 2D breast cancer screening exam significantly increases invasive cancer detection while greatly reducing unnecessary callbacks.

"Hologic is pleased that KLAS has validated the reasons why so many providers are adopting 3D mammography for their patients," said Peter Soltani, Hologic's Senior Vice President and General Manager of Women's Health. "The ability to achieve a positive return on investment, while providing a leading-edge technology with demonstrated clinical advantages is a win-win situation for everyone. The recently-published Oslo Tomosynthesis Screening Trial showed that screening with Hologic's 3D mammography finds 40 percent more invasive cancers than traditional mammography alone. It is encouraging to have independent data from this report to confirm the positive business impact."

Additional information about 3D mammography, as well as a 3D mammography site finder, can be found at **www.Hologic3D.com**.

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**.

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This News Release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic's 3D mammography systems. There can be no assurance the system 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-

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i "The Bottom Line," KLAS Breast Tomosynthesis 2013: The Business Case, February 2013. pp. 3. © KLAS Enterprises, LLC. All rights reserved. www.KLASresearch.com < <http://www.KLASresearch.com> >

ii <http://www.klasresearch.com/news/pressroom/2013/Tomo>

iii "How Providers are Achieving a Positive ROI," KLAS Breast Tomosynthesis 2013: The Business Case, February 2013. pp. 3. © KLAS Enterprises, LLC. All rights reserved. www.KLASresearch.com <

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