



NEWS RELEASE

Hologic's Genius™ 3D Mammography™ Continues to Lead the U.S. Breast Tomosynthesis Market, KLAS Research Reports

9/16/2015

Mammography providers say Hologic stands out for technology innovation, high image quality, and C-View™ dose-reduction technology

BEDFORD, Mass., Sept. 16, 2015 /PRNewswire/ -- Hologic, Inc. (NASDAQ: HOLX) announced today that U.S. mammography providers gave Hologic and Hologic's Genius™ 3D Mammography™ exams top scores in a new study by KLAS Research, Women's Imaging 2015. Are New Technologies Delivering Promised Benefits? 1

In the study, mammography providers scored Hologic highest in all 11 performance measures evaluated by KLAS. For example:

- 95% of users said they would buy from Hologic again.
- 67% of users said Hologic was their best mammography vendor.

The researchers noted that Hologic 3D Mammography™ stands out for technology innovation and high image quality, and that its C-View™ software is strengthening satisfaction and encouraging adoption.

"For many years, Hologic's mammography systems have been the systems of choice in most countries of the world," said Pete Valenti, Hologic's Division President, Breast and Skeletal Health Solutions. "This new study shows that Hologic continues to lead the U.S. breast cancer screening market, and that customers are pleased with our Genius™ 3D Mammography™ exams."

The KLAS study found significant movement in the mammography space thanks to the advent of breast tomosynthesis technology. For example, 65% of the providers surveyed by KLAS planned to invest in breast tomosynthesis technology during the next two years, up from 57% in 2014. The study notes that many respondents

who said they did not intend to purchase had already upgraded to tomosynthesis.

Clinical studies have shown that a Hologic Genius™ 3D Mammography™ exam using the Company's low-dose software is superior to 2D exams alone for all breast types, improving diagnostic accuracy while also reducing recalls. With C-View™ software, facilities can offer a better exam at an equivalent dose to 2D alone.

A site locator for Genius™ 3D Mammography™ exams is available by clicking on <http://mygenius3d.com/find-a-facility/>. Genius™ 3D Mammography™ exams are available only on Hologic's Selenia® Dimensions® system.

1 "Women's Imaging. Are the New Technologies Delivering Promised Benefits? August 2015. Performance Report."
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About KLAS Research

KLAS is a healthcare technology research firm that specializes in monitoring and reporting the performance of software, services, medical equipment, and infrastructure vendors. Working with thousands of healthcare executives from hospitals and clinics worldwide, KLAS collects performance feedback to deliver timely reports, trends, and statistics that provide a solid overview of vendor performance in the industry.

About Hologic

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products. The Company's core business units focus on diagnostics, breast health, GYN surgical, and skeletal health. With a unified suite of technologies and a robust research and development program, Hologic is dedicated to The Science of Sure. For more information on Hologic, visit www.hologic.com.

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Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic digital mammography systems. There can be no assurance the systems will achieve the benefits described here, or that such benefits will be replicated in any particular manner with respect to an individual patient. 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 to release publicly any updates to the data or statements presented here 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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