



NEWS RELEASE

Hologic's NovaSure System Reaches a Significant Milestone: Over Two Million Women Have Chosen the NovaSure Procedure to Address the Problem of Heavy Periods

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Hologic's NovaSure endometrial ablation system offers a safe, effective and minimally invasive treatment alternative for lifestyle-restricting menstrual periods

BEDFORD, Mass., April 22, 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, today announced that the Company's NovaSure global endometrial ablation (GEA) system reached an important milestone: 2 million women have chosen the minimally invasive NovaSure procedure to address quality of life-restricting menstrual periods. The 2 millionth procedure was performed by Srini Vindla, Consultant Obstetrician and Gynaecologist and Service Director for Maternity and Gynaecology, King's Mill Hospital, Nottinghamshire, in the United Kingdom.

"Hologic's NovaSure system offers women a clinically proven, minimally invasive treatment option for excessive menstrual bleeding," said Carter Houghton, Hologic's Senior Vice President and General Manager, GYN Surgical Solutions. "NovaSure is the global market leader in endometrial ablation because it offers women a safe, effective and quick solution to excessive menstrual bleeding that does not require major surgery and allows them to return to their normal routines quickly. The NovaSure procedure can also save the healthcare system money, which is incredibly important in the modern, medical device landscape."

Excessive menstrual bleeding is a debilitating condition that affects 1 in 5 women typically in the 35 to 49 year old age range¹. The Hologic NovaSure procedure requires no incisions, can be performed in an outpatient setting and typically allows patients to return to their normal activities the next day. The NovaSure procedure is also very fast



with an average ablation time of 90 seconds and maximum ablation time of two minutes. In a recent peer-reviewed, systemic study, "Ten-Year Literature Review of Global Endometrial Ablation with the NovaSure Device" published in the International Journal of Women's Health, researchers reported that patient satisfaction with the NovaSure procedure was significantly higher than satisfaction with other GEA devices.²

"I have performed nearly 400 NovaSure procedures over the last 5 years," said Srini Vindla, the gynaecologist performing the 2 millionth NovaSure procedure. "I only use products that I believe in, and NovaSure gives women an alternative to medical therapies and invasive hysterectomies and is a safe, effective and convenient option to treat a woman's abnormal uterine bleeding."

Two Millionth NovaSure Procedure:

The 2 millionth NovaSure procedure was performed on 48-year-old Emma Armstrong, a mother of two. Emma has been suffering with heavy and prolonged menstrual periods for over 20 years.

"Before this procedure, my periods would regularly last for 2 to 3 weeks at a time. I was often in so much pain that I felt like I was in labor every time I had a period," said Emma. "I first plucked up the courage to see my doctor 10 years ago, but was told the only option was to have a hysterectomy. I was very nervous and really didn't want to have major surgery, so I kept putting it off. It is only the fact that my daughter is getting married this year and I wanted to enjoy her special day and not be in constant agony that I sought help again. Mr. Vindla performed the procedure in his outpatient clinic. It only took a few minutes. Now I can really enjoy my daughter's wedding this summer. I no longer need to book holidays around my periods and my husband and I are looking forward to booking a cruise later this year. I can enjoy the outdoors and ride my horse again without worrying about my periods. I'm finished with periods ruling my life; I'm in charge from now on!"

About the NovaSure System:

The NovaSure endometrial ablation system is a minimally invasive treatment for abnormal uterine bleeding (AUB). The NovaSure system works by applying radio-frequency energy to the endometrium and gently removes the lining of the uterus in two minutes or less. Unlike other endometrial ablation treatments, the NovaSure procedure is customized to each patient and requires no hormonal pre-treatment, which is often associated with side-effects and treatment delays. It can be performed in an outpatient/office setting at any time during the menstrual cycle, increasing flexibility for both the patient and physician. The NovaSure procedure provides a safe and effective alternative to a needless hysterectomy or to oral contraceptive therapy for women suffering from excessive menstrual bleeding. With 2 million procedures now performed, the NovaSure procedure is one of the most trusted and proven endometrial ablation modalities on the market. For more information, please visit

www.novasure.com.

About Hologic, Inc.:

Hologic, Inc. is a leading developer, manufacturer and supplier of premium diagnostics 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.

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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.

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¹National Women's Health Resource Center. Survey of Women Who Experience Heavy Menstrual Bleeding. Data on file; 2005.

²Gimpelson, R. Ten-year Literature Review of Global Endometrial Ablation with NovaSure Device. International Journal of Women's Health 2014:6 269-80.

SOURCE Hologic, Inc.

