



NEWS RELEASE

## It's "Genius": Hologic Launches New Consumer Awareness Campaign for Its Breakthrough 3D Mammography Technology

10/1/2014

Hologic also announces the 2,000th install of its 3D mammography system

BEDFORD, Mass., Oct. 1, 2014 /PRNewswire/ -- Hologic, Inc. (NASDAQ: HOLX) is kicking off Breast Cancer Awareness Month with the announcement that the Company's groundbreaking 3D mammography exam, available on the Selenia Dimensions platform, will be introduced to consumers today as Genius 3D Mammography. Hologic's Genius 3D Mammography is the only 3D exam approved by the FDA as clinically superior to traditional mammography.

To view the multimedia assets associated with this release, please click

<http://www.multivu.com/players/English/7254155-hologic-new-consumer-awareness-campaign-mammography-technology/>



This plugin is not supported

In its continued quest to advance the fight against breast cancer, Hologic is also announcing that it recently installed its 2,000th 3D mammography system worldwide. Hologic 3D systems are now installed in over 50 countries and all 50 states.

Stephen MacMillan, Hologic's President and CEO, said, "We have achieved a significant milestone with our 2,000th 3D mammography system installed worldwide. And today we are setting a course for the future as we launch our "Genius 3D Mammography" campaign, an awareness initiative aimed directly at women. The campaign is designed to make it easier for them to ask for and find the most accurate mammography exam available. An exam that significantly increases invasive cancer detection and reduces false-positive callbacks impacts the lives of women throughout the world. Genius 3D Mammography is possibly the single greatest breakthrough in breast cancer detection in 30 years. Every woman deserves the most accurate mammogram possible."

Hologic's Genius 3D Mammography is designed to allow doctors to see masses and distortions associated with cancers more clearly than traditional 2D mammography. In a large peer-reviewed study published in the prestigious Journal of the American Medical Association (JAMA), researchers reported that Hologic's 3D technology detects 41% more invasive breast cancers while significantly reducing anxiety-provoking callbacks due to false alarms.<sup>1</sup> The largest study of its kind, the JAMA study involved over 450,000 exams, 139 doctors and 13 leading academic and clinical sites all using Hologic's 3D mammography technology.

Peter J. Valenti III, Division President, Breast and Skeletal Health Solutions, said, "The new campaign will focus on how a Genius 3D Mammogram means improved early detection. And of course, early detection increases a woman's chance of being cured. Our healthcare customers have been asking us to help educate women on the amazing benefits of this technology – so we are. We hope that women can easily remember the Genius name so they can ask their doctor about it."

A team of women developed the Genius name and brand identity. Several of the women leading the effort have been personally touched by breast cancer, making the Genius campaign a professional and personal endeavor.

"It is time for women to not only be aware of the benefits of 3D mammography, but to also know that they have a choice in the type of mammogram they have, including the brand of the mammography exam," said Linda Greer, M.D., Medical Director for John C. Lincoln Breast Health and Research Center and one of the authors of the JAMA publication. "Women are aware of a lot of brands– everything from our food to our cars - so it makes sense that women should care about the brand of their mammogram. I am pleased that Hologic has undertaken the mission to make women aware of the life-saving potential of their Genius 3D Mammogram."

Genius 3D Mammography is available on the Hologic Selenia Dimensions 3D system. Since 2011, over 8 million women in the U.S. have benefited from Hologic's Genius 3D Mammography. For more information, visit

**[www.Genius3DMammography.com](http://www.Genius3DMammography.com).**

### **About Hologic's Genius 3D Mammography:**

While digital (2D) mammography is considered one of the most advanced breast cancer screening technologies available today, it provides only a two-dimensional picture of the breast. The breast is a three-dimensional object composed of different structures, such as blood vessels, milk ducts, fat, and ligaments. These structures, which are located at different heights within the breast, can overlap and cause confusion when viewed as a two-dimensional, flat image. This confusion of overlapping tissue is a leading reason why small breast cancers may be missed and normal tissue may appear abnormal, leading to unnecessary call backs.

Hologic's Genius 3D Mammography exam has been shown in numerous clinical studies to significantly increase the detection of invasive breast cancers while simultaneously reducing recall rates across all patient populations and breast densities. The technology was approved for breast cancer screening and diagnosis in the U.S. in February, 2011 and has been available in countries recognizing the CE mark since 2008.

A Genius 3D Mammography site finder for locations in the United States is available at

**[www.Genius3DMammography.com](http://www.Genius3DMammography.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'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](http://www.hologic.com)**.

Hologic, 3D Mammography, Dimensions, Genius 3D Mammography, Selenia and associated logos 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's 3D mammography technology. 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 statements are based.

---

Contacts:

Marianne McMorro  
Manager, Corporate Communications  
(781) 999-7723  
[marianne.mcmorrow@hologic.com](mailto:marianne.mcmorrow@hologic.com)

Jim Culley  
Senior Director, Corporate Communications  
(302) 528-1312  
[jim.culley@hologic.com](mailto:jim.culley@hologic.com)

1 Friedewald SM, Rafferty EA, Rose SL, Durand MA, Plecha DM, Greenberg JS, Hayes MK, Copit DS, Carlson KL, Cink TM, Barke LD, Greer LN, Miller DP, Conant EF. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014 Jun 25;311(24):2499-507. doi: 10.1001/jama.2014.6095.

To view the multimedia assets associated with this release, please click

<http://www.multivu.com/players/English/7254155-hologic-new-consumer-awareness-campaign-mammography-technology/>

SOURCE Hologic, Inc.