

## **Hologic's "3D Technology: A More Accurate Mammogram" Mobile Coach Tour Makes Special Stop at National Consortium of Breast Center's Annual Conference in Las Vegas**

Company to highlight groundbreaking 3D technology and other innovations at international breast health conference

BEDFORD, Mass., March 21, 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, will bring its, "3D Technology: A More Accurate Mammogram " mobile coach tour to the National Consortium of Breast Center's (NCBC) 23<sup>rd</sup> Annual National Interdisciplinary Breast Center Conference in Las Vegas, Nevada March 23–27, 2013.

To view multimedia content on the Hologic 3D Mobile Coach Tour, please click: <http://www.multivu.com/players/English/60535-hologic-3d-mammography-mobile-tomo-tour/>

"The "A More Accurate Mammogram" tour allows us to show another way Hologic 3D mammography systems can be used to provide a great benefit to all women," said Peter Soltani, Senior Vice President and General Manager, Women's Health. "A mobile configuration can significantly expand the reach of this critical screening tool, making it available to women who may not otherwise have access to leading-edge breast imaging services. Clinical studies have shown that Hologic's 3D mammography, combined with conventional 2D imaging, significantly increases the detection of cancer and decreases the need for callbacks.[i] Both of these advances are beneficial for all women, but may be of vital importance to women with limited or difficult access to annual screening mammography."

"The mortality rate from breast cancer in the United States has decreased by 31% since 1990, principally due to the contribution of mammographic screening and improved therapies," said Gary Levine, M.D., Director of Breast Imaging, Hoag Memorial Presbyterian Hospital and a leading authority on 3D mammography. "Despite this, less than 60% of women in the U.S. undergo regular screening. One reason given is the lack of easy access. Mobile mammography addresses this by bringing high quality mammographic screening directly to women, whether in a remote rural setting, retirement village or simply to provide convenience in a corporate environment. The 3D mammography coach on display at the NCBC conference provides a unique opportunity for breast care professionals from all disciplines - radiology, surgery, oncology, nursing, and social work - to see first-hand a new method for bringing the latest mammographic technology - breast tomosynthesis - directly to women."

Hologic is sponsoring a breakfast symposium on the clinical benefits of 3D mammography on Monday, March 25th. The guest speaker, Dr. Stephen Rose, is the President and Founder of Rose Imaging Specialists in Houston, Texas and has used 3D mammography extensively in his practice.

### **Other Hologic Women's Imaging Innovations Featured at NCBC**

Other products displayed at this conference will showcase the versatility of Hologic's women's imaging offerings including an Advanced Body Composition Assessment package for the Company's osteoporosis assessment system, and a new tomosynthesis biopsy option for use on the Affirm biopsy guidance system. The tomosynthesis biopsy option is designed to allow radiologists to accurately locate regions of interest for biopsy, even areas visible only on 3D images. Using the tomosynthesis biopsy option, fewer exposures are required to complete a biopsy, compared to a stereotactic procedure, resulting in an overall reduction in radiation dose.

Hologic's synthesized 2D (C-View) images will also be shown. C-View images are designed to be used in conjunction with 3D images to provide workflow efficiencies and offer a lower dose alternative for patients. Hologic's C-View synthesized 2D image option received CE marking in 2011 and while not yet approved in the U.S., received a favorable vote from an FDA Advisory Panel in October 2012.

### **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 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](http://www.hologic.com).

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[i] Skaane P, Bandos A, Gullien R, Eben E, Ekseth U, Haakenaasen U, Izadi M, Jebsen I, Jahr G, Krager M, Niklason L, Hofvind S, Gur D. Comparison of Digital Mammography Alone and Digital Mammography Plus Tomosynthesis in a Population-based Screening Program Radiology. 2013 Jan 7.