

3D Mammography Mobile Tour Takes the Latest in Breast Cancer Screening on the Road

Hologic and Armor Mobile Systems partner to take 3D mammography, a revolutionary new imaging technology, on a yearlong, U.S. coast to coast tour

BEDFORD, Mass. Feb. 28, 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 that it has partnered with Armor Mobile Systems, a leading provider of healthcare specialty vehicles, to take Hologic's 3D mammography (breast tomosynthesis), on a yearlong U.S. tour in a new mobile mammography coach.

Calling the tour, "A More Accurate Mammogram: The 3D Tour," the mobile coach will cross the country over the next 12 months spreading the word about the benefits of 3D mammography. Unlike conventional 2D mammography, where the presence of overlapping breast tissue can make it more difficult to detect cancer, Hologic's 3D mammography procedure is designed to allow doctors to see the breast more clearly, particularly for women with dense breasts. Clinical evidence shows that a combination of conventional 2D with 3D mammography in the same breast cancer screening exam significantly increases invasive cancer detection while greatly reducing unnecessary call backs.ⁱ

"We are thrilled to take our 3D mammography system on the road," said Rob Cascella, Hologic's President and Chief Executive Officer. "Hologic's 3D technology is designed to provide a more detailed, accurate picture of the breast than conventional mammography. 2D plus 3D combined in the same exam has been shown to improve early detection while reducing false positives and unnecessary call backs by as much as 40 percent."ⁱⁱ We know the chance for successful treatment is greatest when cancer is detected early, and we are committed to making our 3D mammography available to women everywhere."

"As an industry leader in custom specialty vehicles, we designed and built this mobile mammography coach to show America what the future of mammography looks like and the importance of accessibility," said Dave Moushey, President of Armor Mobile Systems. "We are proud to partner with Hologic on this important initiative to generate attention for the importance of 3D mammography across the country."

As the 3D mammography coach travels the country, experts will be on-hand to answer questions about this breakthrough breast cancer screening technology, as well as the benefits of mobile mammography. At most stops, the general public will have an

opportunity to tour the coach and learn firsthand about how Hologic's 3D mammography is significantly increasing cancer detection.

Hologic's 3D Mammography System

Named by the Cleveland Clinic as one of the top 10 medical innovations for 2013, 3D mammography was approved for clinical use 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. Hologic's 3D mammography technology is in use in 48 states and over 50 countries.

Unlike a screening 2D mammogram which involves a single X-ray image of the breast, 3D mammography captures multiple, low-dose images from multiple angles around the breast. The images are then used to produce a 3D digital reconstruction of the breast.

More information on 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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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 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-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 the data or statements presented herein 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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ⁱ Skaane P, Bandos A, Gullien R, et. al. Comparison of Digital Mammography Alone and Digital Mammography Plus Tomosynthesis in a Population-based Screening Program. Radiology. 2013 Jan 7 [Epub ahead of print].

ⁱⁱ Philpotts L, Raghu M, Durand M, et al. Initial Experience With Digital Breast Tomosynthesis in Screening Mammography. Presented at American Roentgen Ray Society Annual Meeting. May 2012.