

3D Mammography (Breast Tomosynthesis) - Hottest Clinical Procedure Four Years in a Row

Hologic 3D technology tops "Minnies" and "Best in KLAS" annual awards

BEDFORD, Mass., Nov. 5, 2013 /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, announced today that two leading healthcare organizations recently recognized 3D mammography (breast tomosynthesis) technology with important industry awards. 3D mammography, a technology pioneered by Hologic, was named the Hottest Clinical Procedure in 2013 by AuntMinnie.com, the leading worldwide radiology web content provider. Additionally, Hologic's 3D mammography system was recognized as the category leader in digital mammography and received the highest rating out of 140 imaging products evaluated in the 2013 "Best in KLAS" annual customer satisfaction survey.

"In the past year, the adoption rate of 3D mammography has increased dramatically as several large clinical studies validated the benefits of this groundbreaking technology," said David Harding, Hologic Group Vice President – Women's Health. "We believe Hologic's 3D mammography is well on its way to becoming the standard of care in breast cancer screening. Recognitions such as these reinforce what we have known since we first introduced the technology – 3D mammography can detect cancers earlier when a women's potential for successful treatment is at its greatest and can significantly reduce unnecessary patient recalls."

3D Mammography: Hottest Clinical Procedure – AuntMinnie.com

In the 2013 annual ranking of the best in radiology, 3D mammography was named the Hottest Clinical Procedure by the readers and editors of AuntMinnie.com for the fourth consecutive year. The "Minnies" awards recognize excellence in radiology. Candidates are selected from nominations submitted by AuntMinnie.com members, and winners are chosen through two rounds of voting by expert panelists. This year there were over 200 candidates and 15 categories.

Brian Casey, Editorial Director at IMV Publishing, the publisher of AuntMinnie.com noted, "In a year dominated by CT, it's remarkable that the "Minnies" expert panel bucked the trend by choosing digital breast tomosynthesis (DBT) as the Hottest Clinical Procedure, making this the fourth year in a row that tomosynthesis has won the category in a streak that began in 2010. But on second thought, perhaps it's no surprise, considering the effect breast tomosynthesis is already having on mammography. New research papers continued to pour out in 2013 pointing to the clinical benefits of tomosynthesis, from an improved ability to detect cancer to sharply lower recall rates."

Also recognized was Hologic's Affirm 3D guided breast biopsy procedure which came in second in the Best New Radiology Device category.



Hologic 3D Mammography: 2013 Best in Digital Mammography - KLAS

Hologic's 3D Dimensions system was named "Best in KLAS" in the digital mammography category in the 2013 KLAS annual customer satisfaction survey of medical imaging products. The 3D mammography system also received the highest rating out of the 140 imaging products evaluated.

"Vendors who are recognized with a Best in KLAS award are those who have gone above and beyond their customers' expectations. The goal and the value of the awards is to ultimately help providers and the industry easily identify which vendors are consistently performing well," said Adam Gale, president of KLAS.

The Company also noted that its 2D Selenia and its 2D Dimensions systems were ranked second and third, respectively, in the digital mammography category. 2013 is the second consecutive year that Hologic mammography systems have been ranked in the top three places in the digital mammography category and the fourth year in a row that a Hologic mammography system has been ranked in the highest position in the digital mammography category.

The Best in KLAS awards are an annual ranking of the best-performing medical equipment and infrastructure vendors, based on evaluations submitted by thousands of healthcare providers throughout the United States and Canada. KLAS is a research firm specializing in monitoring and reporting on the performance of healthcare vendors.

About Hologic, Inc.: Hologic, Inc. is 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. 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's Affirm, Dimensions and Selenia systems. There can be no assurance the systems 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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