

## Hologic - Investor Relations

### Hologic CEO Steve MacMillan and Grammy Award-Winner and Breast Cancer Survivor Sheryl Crow Kick Off Breast Cancer Awareness Month by Ringing the Nasdaq Opening Bell on October 3

--Ceremony Marks the Start of Hologic's Month-Long Awareness Campaign in Support of the Genius™ 3D Mammography™ Exam--

MARLBOROUGH, Mass., Sept. 30, 2016 /PRNewswire/ -- Hologic, Inc. (Nasdaq: HOLX) announced today that breast cancer survivor and Grammy Award-winner Sheryl Crow will join Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, to ring the Nasdaq Opening Bell on October 3, in conjunction with the start of Breast Cancer Awareness Month.

Hologic's participation in the bell ringing marks the start of a month-long series of national events and media appearances to increase awareness of the Genius™ 3D MAMMOGRAPHY™ exam, the only mammogram clinically proven to detect cancer 15 months earlier than traditional 2D screenings.<sup>i</sup> The Genius™ exam also has been shown to reduce unnecessary callbacks by up to 40 percent, and detect 41 percent more invasive cancers than conventional mammography alone.<sup>ii,iii</sup>

"We are honored to ring in Breast Cancer Awareness Month with our spokeswoman, Sheryl Crow, who shares Hologic's steadfast commitment to educating women on the importance of early detection," said MacMillan. "Early detection saves lives, and our hope is that by the end of this month every woman across the country knows that a more accurate mammogram, the Genius™ exam, finds more invasive cancers, faster, than traditional mammography."

Crow, a breast cancer survivor marking 10 years since her diagnosis, will participate in a series of national and regional media interviews throughout the month. In addition, Hologic teams will educate women at a variety of events in 10 cities across the nation, including Dallas, TX, Phoenix, AZ, Birmingham, AL, and Pittsburgh, PA. The Company also will sponsor American Cancer Society Making Strides Against Breast Cancer and Susan G. Koman Race for the Cure walks in multiple markets where Hologic sites are located. Hologic will support these efforts with a national advertising campaign featuring Crow via print, billboard and online ad placements. All campaign materials will drive consumers to a [microsite](#) where women can learn more about the technology and find imaging sites offering the Genius™ exam.

"Ten years ago, I was diagnosed with breast cancer after a routine mammogram," said Crow. "Fortunately, it was caught early and I'm now cancer-free. I'm proud to be working with Hologic during Breast Cancer Awareness Month to urge women to take advantage of the best, and most accurate, screening technologies available."

Genius™ 3D MAMMOGRAPHY™ exams have been available in the U.S. since 2011, and are only available on the Hologic Selenia® Dimensions® mammography system. More than 100 clinical studies have proven the effectiveness of this exam and in 2015, an estimated 10 million women in the U.S. benefited from a Genius™ exam. Additional information, as well as a locator to find imaging sites offering the exams, can be found at <http://Genius3DNearMe.com>.

#### Webcast Information

Hologic's participation in the Nasdaq Opening Bell ceremony will be aired live at <https://new.livestream.com/NASDAQ/live> and with closed captioning on the Nasdaq MarketSite tower in Times Square. A video of the Opening Bell ceremony will be archived for one year on the Nasdaq

site.

### **About Hologic**

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, 3D Mammography, Dimensions, Genius, Selenia, and The Science of Sure are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries.

### **Forward-Looking Statements**

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic mammography systems. There can be no assurance the systems will achieve the benefits described here, or that such benefits will be replicated in any particular manner with respect to an individual patient. 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. In addition, there can be no assurance that the systems will achieve any expected level of sales or market share. Hologic expressly disclaims any obligation to release publicly any updates to the data or statements presented here 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.

### **Media Contacts:**

Jane Mazur  
Hologic  
508.263.8764 (direct)  
585.355.5978 (mobile)  
[jane.mazur@hologic.com](mailto:jane.mazur@hologic.com)

Emily Pan  
Nasdaq  
646.441.5120

### **Social Media Contact:**

Joshua Machiz  
Nasdaq  
212.231.5614

### **Investor Contact:**

Michael Watts  
858.410.8588  
[michael.watts@hologic.com](mailto:michael.watts@hologic.com)

---

<sup>i</sup> McDonald ES, Oustimov A, Weinstein SP, et al. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography. JAMA Oncol. 2016.

<sup>ii</sup> Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in

combination with digital mammography. JAMA. 2014;311(24):2499-2507.

iii Rose SL, Tidwell AL, Bujnoch LJ, et al. Implementation of breast tomosynthesis in a routine screening practice: an observational study. AJR Am J Roentgenol. 2013;200(6):1401-1408.

SOURCE Hologic, Inc.

---

<http://investors.hologic.com/2016-09-30-Hologic-CEO-Steve-MacMillan-and-Grammy-Award-Winner-and-Breast-Cancer-Survivor-Sheryl-Crow-Kick-Off-Breast-Cancer-Awareness-Month-by-Ringing-the-Nasdaq-Opening-Bell-on-October-3>