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## **Hologic CEO Steve MacMillan to Ring Nasdaq Opening Bell to Kick Off Breast Cancer Awareness Month**



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### ***Trailblazing Company Behind the Genius™ 3D Mammography™ Exam Celebrates Year of Innovations in Breast Health***

Hologic, Inc. (Nasdaq: HOLX) has announced that Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, will join selected employees to ring the Nasdaq Opening Bell on October 2 in conjunction with the start of Breast Cancer Awareness Month. Hologic is ringing the bell for the 12th consecutive year to celebrate the Company's recent advances in breast cancer screening and intervention, and to underscore an ongoing commitment to innovation in breast health.

Hologic is primarily focused on improving women's health and well-being through early detection and treatment, and is an established leader in breast cancer diagnosis. The Company strives to develop solutions that better meet the needs of clinicians and their patients. In today's healthcare landscape, these solutions must deliver improved patient satisfaction, better clinician workflow, and facility cost savings.

"Each year, we look forward to Breast Cancer Awareness Month as an opportunity to highlight our dedication to developing products that improve breast cancer detection and address the unmet needs of patients and providers in breast health," said MacMillan. "For example, since we rang the Nasdaq bell a year ago, we have expanded the clinical superiority claims of our market-leading Genius exam, and introduced a number of groundbreaking new screening and interventional products."

Earlier this year, the Genius™ 3D Mammography™ exam was approved by the FDA as superior to standard 2D mammography for routine breast cancer screening for women with dense breasts.<sup>[1],[2],[3],[4]</sup> This updated labeling was based on clinical studies proving that the exam improves invasive breast cancer detection while reducing unnecessary recalls among women of all breast densities, including those with dense breasts. The expanded labeling also provides clarity for physicians who previously were unsure how to screen patients with dense breasts.

Two recent product launches, the Brevera™ breast biopsy system with CorLumina™ imaging technology and the SmartCurve™ breast stabilization system, are additional examples of the milestones reached by Hologic in the past year. The Brevera system is the world's first and only breast biopsy solution to combine tissue acquisition, real-time imaging, sample verification and advanced post-biopsy handling in one, integrated system. The innovative system allows physicians to perform fast and efficient procedures that save costs, improve the patient experience, and enhance workflow in the biopsy suite.<sup>[5]</sup>

Hologic's new SmartCurve system, when used with the Genius exam, is the first and only 3D mammography system that is clinically proven to deliver a more comfortable and more accurate mammogram, compared to 2D mammography alone.<sup>[6]</sup> For years, women have reported avoiding annual mammograms due in large part to the fear of discomfort associated with breast compression. With this in mind, Hologic's research and development team set out to reduce breast pain without compromising image quality, workflow or dose.<sup>[6]</sup> In a recent clinical study comparing the SmartCurve breast stabilization system to traditional flat paddle compression, the SmartCurve system improved comfort in 93 percent of women who reported moderate to severe discomfort with standard compression.<sup>[5]</sup>

The Genius™ 3D Mammography™ exam (also known as the Genius™ exam) is only available on a Hologic® 3D Mammography™ system. It consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. There are more than 4,000 Hologic 3D Mammography™ systems in use in the U.S. alone, so women have convenient access to the Genius exam. To learn more about the Genius exam, visit <http://www.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 Market Site tower in Times Square. A video of the ceremony will be archived for one year on the Nasdaq site.

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