

Kristin Chenoweth Named National Celebrity Spokesperson for Hologic's "Demand Genius"

BEDFORD, Mass.,/PRNewswire/ -- Hologic, Inc. (NASDAQ: HOLX) announced that award-winning actress and singer Kristin Chenoweth will serve as spokesperson for a national campaign to generate awareness of Hologic's Genius 3D Mammography exam, a more accurate mammogram that has been clinically proven to reduce callbacks by up to 40 percent and detect 41 percent more invasive cancers than traditional 2D mammography alone.^{1,2}

A Tony and Emmy award-winner who is currently starring on Broadway in the critically-acclaimed musical *On the Twentieth Century*, Chenoweth is the daughter of a two-time breast cancer survivor and understands how critical it is that women take advantage of the best screening options available.

"Every woman knows that early detection is crucial when it comes to fighting breast cancer, but what so many don't realize is that not all mammograms are the same," said Chenoweth. "That's why I'm partnering with Hologic and urging women across the country to demand that their hospitals or facilities offer the Genius 3D Mammography exam. Women need to take advantage of this more accurate* screening -- but that's only possible if they have access to it."

The "Demand Genius" 3D campaign will kick off on June 19 with a satellite media tour in New York City. The campaign website, DemandGenius3D.com, explains the advanced technology behind the Genius 3D Mammography exam and provides a ZIP code locator that identifies facilities offering it. Women can go to DemandGenius3D.com to see if their preferred facility offers a Genius 3D Mammography exam and make their appointment. Through links on the site, visitors also can contact facilities that do not offer the Genius 3D Mammography exam to demand it. Additional campaign components taking place in June include a charitable partnership with BreastCancer.org and a blogger activation program.

"Hologic has long been committed to developing technologies that improve women's health, and the Genius 3D Mammography exam is one remarkable example of that commitment," said Pete Valenti, Hologic's Division President, Breast and Skeletal Health Solutions. "We're thrilled that Kristin shares our passion and is helping us educate women across the country about how they can empower themselves to have access to breast cancer screening that's more accurate than 2D mammography alone."

The Genius 3D Mammography exam is only available on the Hologic Selenia Dimensions system. Since 2011, over 8 million women in the United States have been screened using the Genius 3D Mammography exam.

Source credit: [Hologic, Inc.](http://Hologic.Inc)

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