Hologic Targets Women's Health Professionals at ECR 2011

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BEDFORD, Mass., Feb. 8, 2011 /PRNewswire/ -- Hologic, Inc. [1] (Hologic or the Company) (Nasdaq: HOLX [2]), a leading developer, manufacturer and supplier of premium diagnostics products, medical imaging systems and surgical products dedicated to serving the healthcare needs of women, will focus on new, ready to market technologies in women's imaging at the European Congress of Radiology (ECR [3]), the annual meeting of the European Society of Radiology in Vienna, Austria, March 4-7.

Hologic will be one of the largest exhibitors at ECR 2011. Over 19,000 participants from more than 100 countries are expected to attend.

A major feature of the Hologic exhibit this year is 3D mammography (breast tomosynthesis) and the Hologic **Selenia Dimensions** 3D breast tomosynthesis option. Selenia Dimensions, the newest imaging platform in the world's most popular digital mammography line, directly addresses the primary limitations of 2D mammography – the superimposition of normal breast tissue.

Selenia Dimensions systems are installed in more than a dozen countries and cleared for sale in 40 countries. Selenia Dimensions delivers the exceptional 2D images the industry has come to expect from Hologic and, for the first time ever, gives radiologists the option of offering their patients a conventional 2D digital mammogram and a 3D tomosynthesis exam – all under one compression, in just seconds.

Shown for the first time at ECR are two new commercial products designed specifically for Selenia Dimensions: the **Affirm** upright breast biopsy guidance system and **ImageChecker 3D Calc** computer-aided detection.

Interest in Selenia Dimensions is unusually high since Hologic received a U.S. Food and Drug Administration "Approvable Let
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