



Dear Hologic Women's Health Team,

Our direct to consumer media efforts around Selenia Dimensions 3D mammography (breast tomosynthesis) escalated dramatically yesterday with CBS, NBC and ABC all covering the story of the first clinical patient in the U.S. having a 3D mammogram at Massachusetts General Hospital yesterday afternoon.

Katie Couric featured it last night on the CBS Evening News. Diane Sawyer of ABC World News is covering the news tonight. WHDH, the Boston NBC affiliate, also interviewed Dr. Rafferty and carried the story yesterday.

Click on the links below to watch/read some of the stories that are generating the consumer buzz:

FDA Approves First 3D Mammography Imaging System

The media coverage began on February 11th when the [U.S. Food and Drug Administration](#) and [Hologic](#) both issued press releases on the news.

Hologic Showcases 3D Mammography at National Consortium of Breast Centers (NCBC) Meeting.

[Click here](#) to read the Hologic MultiVu News Release on tomosynthesis. The news release includes links to high resolution photos and a video of the Selenia Dimensions system.

First 3D Mammogram Given To An American Patient. Important Breast Cancer Detection Method, Mammograms, Gets A 3D Upgrade; Doctors Get To "Look Through" Tissue. [Click here](#) to read the lead story and watch a video of the first clinical patient on the CBS Evening News with Katie Couric.

Massachusetts General Hospital Is First In The Nation To Do Mammography Screening Using 3D Breast Tomosynthesis. [Click here](#) to read Massachusetts General Hospital press release on imaging the first patient in the U.S. on a clinical system and watch a 5 minute video of Dr. Elizabeth Rafferty talking about the value of 3D mammography in a clinical setting.

Thank you,

Olga

Olga Karagiannis | Sr. Global Publicity & Advertising Specialist, Hologic, Inc.