

File Name: _____

Reviewer(s): _____

How to Use Press Release Guidance

This checklist, along with the Press Release Template document, outlines the most current guidance for style rules. Be aware that numerous deviations from these guidelines can be found in past releases over the years. Please DO NOT refer to old releases for style. Reach out to the Corporate Communications team if you have any questions beyond the advice offered in these documents.

Before proceeding too far with a press announcement, make sure senior leadership is aware of the business activity and anticipates the release.

Releases should not be made during market hours unless explicitly requested by Investor Relations. Such announcements indicate materiality and could halt the trading of company stock.

For corporate-level collateral, the baseline expectation is that all work has been checked using the following editing criteria prior to leadership review:

- Run spell check**
- Review grammar**
- Associated Press (AP) style and Hologic word exceptions**
- Validate the spelling of all proper nouns (names, places, brands)**
- Validate all titles of people**
- Validate with divisional Marcom, Regulatory and Legal (as necessary and appropriate)**
- Validate any boilerplate text**
- Identify/validate references**
- Read back to front**
- Read aloud**
- Complete second-person proofreading (More than one final reviewer)**
- Complete checklist for deliverable (If applicable. For example: Press Release Checklist. See below.)**

Press Release Checklist

Example

Title/Subtitle:

Bold H1, Italic H2, Title Case for Both

Extra, Extra

Hologic Announces News

Intro

Location: CITY, AP state abbrev.

Date: Month day#, YEAR

Company info/stock ticker opening...

MARLBOROUGH, Mass.,

October 3, 2022 —

Hologic, Inc. (Nasdaq: HOLX)...

Body

Logical flow of information

Avoids repetition and superfluous detail

All acronyms are identified at first use

Job titles verified/capitalized. "President of Diagnostic Solutions." Avoid commas, no "Division"

All quotes set in past tense

About Sections (About Hologic, Product, Another Organization)

Should immediately follow the release copy

Use approved boilerplate statement

Forward-Looking Statements

Should follow the About Sections

Use approved boilerplate statement

Product solicitation paragraph only needed on EU or product-based releases

Legal

Should follow Forward-Looking Statements

Are all necessary trademarks protected?

Order: 1) Hologic, 2) The Science of Sure, 3) all others listed alphabetically

First use of a trademark should use the correct symbol (®™©), do not repeat after first use

References (if applicable)

Should be set in AMA formatting

Follow legal statements and precede our contacts section

Hologic Contacts

Have we determined if an IR contact, a Media contact, both, or an additional contact should be listed?

Contact Type: Name, Title, Phone #, hyperlinked email address

For Media Contacts, use Bridget for divisional updates and Hieu for company news

URL Links

Links are live/updated and behave as expected?

Source: Hologic, Inc. (This text must be shown at the end of PR to appear on our website.)

Examples, Boilerplate Copy, Instructions for Use

About Hologic, Inc.

Hologic, Inc. is a global medical technology innovator focused on improving the health and well-being of women, their families and communities through early detection and treatment. Its advancements include invention of the world's first commercial 3D mammography system to find breast cancer earlier; leadership in testing for cervical cancer, sexually transmitted infections and respiratory illnesses; and minimally invasive surgical technologies for uterine fibroids and abnormal uterine bleeding. The company also champions women through the [Hologic Global Women's Health Index](#), which provides a science-backed data framework for improving women's well-being.

For more information about the company, visit www.Hologic.com.

Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic products. There can be no assurance these products will achieve the benefits described herein or that such benefits will be replicated in any particular manner with respect to an individual patient, as the actual effect of the use of the products can only be determined on a case-by-case basis. In addition, there can be no assurance that these products will be commercially successful or achieve any expected level of sales. Hologic expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any such statements presented herein to reflect any change in expectations or any change in events, conditions or circumstances on which any such data or statements are based.

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