

## Hologic Shares Global Template for Press Releases

*This Document Removes the Guesswork for Press Release Style*

MARLBOROUGH, Mass., May 10, 2023 — Hologic Inc. (Nasdaq: HOLX), a global leader in women's health, has announced a document that shows exactly what a proper press release should look like. In the past, editors would have to remember stylistic preferences or compare them to past releases to confirm consistency. This will offer a visual comparison to immediately confirm our stylistic standards.

"What an exciting time to work at the company," said Hologic Chairman, President and CEO Steve MacMillan. "This document doesn't just demonstrate how things should look, but demonstrates answers to bigger questions, for example: quoting Hologic employees first, leading with that quote early in the release and confirming that we've double-checked name spellings, titles and organization/award names."

[If you have a relevant image to add, place it in the middle of the body section, nearest to the related copy.]

We then discuss the impact of this announcement using detail and citation as needed. In the EU particularly, no claim can be introduced without substantiation offered in the references section. Any citations provided should be checked against AdProm conventions to confirm the proper style.

"I don't work at Hologic, but I find this all very exciting," said Dr. Tim Jimson, chief cardiologist at Vancouver Respiratory Center in Canada. "I don't often get excited about things like press release templates, as they have so little to do with my everyday work. But I appreciate that every time I'm quoted by Hologic, my name and credentials are confirmed by editors and my quote isn't changed without my knowledge. I also appreciate that they standardize the quoted statement to always appear in the past tense!"

For more information about this topic, please visit [www.moreinfo.hologic.example](http://www.moreinfo.hologic.example).

### **About [Product or Device Name]**

Place any required product, device or service description here, before the general About Hologic section. Please check for existing, approved copy before creating any new description.

### **About Hologic**

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, abnormal uterine bleeding and pediatric procedures.

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.

### 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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### Notes and Disclaimers

IMPORTANT SAFETY INFORMATION: If your press release requires specific product disclaimers, this is where that boilerplate copy would be added. Remove if not needed.

### References

<sup>1</sup> If your press release requires cited references, please add them here. Remove if not needed.

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**Commented [SC2]:** For companywide statements, please use Jennifer MacDonald. For divisional and product updates, please use Bridget Perry.