

## FOR IMMEDIATE RELEASE

### MARKETING NEWS RELEASE

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## Hologic Introduces RVA, a New High-Resolution Spinal Imaging Modality Available Exclusively on Discovery™ Series Bone Densitometers

BEDFORD, Mass., (November 23, 2004) -- Hologic, Inc, a leader in osteoporosis assessment technology, today announced that Discovery Series Densitometers will include a new modality called RVA, an acronym for Radiologic Vertebral Assessment. RVA is a vital companion procedure to the conventional bone mineral density (BMD) measurement, affording a superior assessment of a patient's osteoporotic fracture risk.

RVA provides a high-resolution image of the spine in seconds as a seamless part of the bone densitometry exam. RVA's unprecedented image quality was developed to assist physicians in earlier detection of fragility fractures in the spine. Vertebral fractures are present in about one-third of women over age 65 and are highly related to increased fracture risk at the spine and hip independent of a patient's bone density. Studies also indicate that women with vertebral fractures have a decreased ability to perform normal daily activities, along with having significantly higher morbidity.

Reimbursement for RVA is covered under a recently created Current Procedural Terminology or CPT® code (76077) for vertebral fracture assessment that is performed using dual-energy X-ray densitometers such as Discovery™ .

"Image resolution is an important consideration in the imaging of the osteoporotic fracture" commented Richard Eastell M.D. of the University of Sheffield, an RVA clinical evaluation site. "Its crucial that the vertebral endplates are clearly visualized." RVA also aids physicians in better differentiating benign degenerative changes in the spine, from osteoporotic fractures caused by fragility. The radiograph is the established tool to visualize vertebral deformations. However, higher dose, and the need to perform a separate procedure, has resulted in two out of three fractures being undiagnosed.

RVA's improved resolution is enabled by Hologic's exclusive use of OnePass™ Fanbeam Technology and radiographic standards such as variable collimation plus single-energy imaging. OnePass™ fanbeam technology utilizes nearly 8 times the number of detectors as competitive rectilinear DXA systems, reducing the imaging time by over 800%.

RVA is exclusively available from Hologic on Discovery™ series densitometers. An upgrade for previous generations of Hologic's QDR series densitometers will be available in early in 2005.

### **About Hologic**

Hologic Inc. is a leading developer, manufacturer and supplier of medical imaging systems dedicated to serving the healthcare needs of women, and a leading developer of state-of-the-art digital imaging technology for general radiography and mammography applications. Hologic's core business units are focused on osteoporosis assessment, mammography and breast biopsy, direct-to-digital X-ray for general radiography applications and mini C-arm imaging for orthopedic applications.

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