

July 2011

Hologic Customer Inc.
111 Anywhere Street
Somewhere, USA

PRODUCT “END-OF-LIFE” NOTIFICATION

Dear Hologic Customer,

As a valued customer, you have our commitment to provide you with the highest quality of customer service, product support and technologically advanced products. We pride ourselves in being the leading manufacturer of bone assessment products, a goal that could not be achieved without customers like you. Unfortunately, the increasing scarcity of replacement components for older bone densitometers makes it difficult for us to support some older models.

Our records indicate that your facility purchased a **QDR-4500 Bone** Densitometer, a model that was discontinued over seven years ago. After careful consideration, and although your system has been “onsite” upgraded to Discovery, it is necessary to declare End of Life on this product line. After October 2012, we will continue to provide phone support, time and materials service and service contracts based on the availability of replacement parts.

For customers receiving this notification, Hologic has established a limited time offer combining special system pricing and service incentives. A Hologic representative will contact you to discuss this offer.

Hologic wants to continue its relationship with you into the future. We remain committed to providing our customers with the highest-quality products and service. We regret any inconvenience that this may cause, however we believe you will find our new product offerings very attractive. If there are any questions, please do not hesitate to contact the Customer Service department at 1-800-321-4659.

Sincerely,

Roger Mills
Senior VP & General Manager, Customer Service