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# For Immediate Release

## Alere Introducing New Global Brand at AHIP's Institute 2010

*Branding intended to bring diagnostics and health management solutions closer to physicians, nurses and participants*

**Atlanta, GA – June 3, 2010** – Alere Health, LLC, a leading provider of personal health support solutions to employers and health plans, announced today that it will introduce its new global logo and brand identity at AHIP's Institute 2010 in Las Vegas, June 9-11. The rollout of the new brand identity is part of a global campaign by its parent company, Inverness Medical Innovations, Inc., a global leader in rapid point-of-care diagnostics, to align the majority of its operations under the single brand, Alere.

The goal of the campaign is to realign Inverness' brands to more closely reflect its business strategy of bringing the healthcare management solutions of its current Alere business and its other diagnostic businesses closer to physicians, nurses and participants.

Inverness formed its current Alere health management business unit in 2008 by acquiring and merging three companies in the health management space – Alere Medical, ParadigmHealth and Matria Healthcare – as part of its vision and business strategy and a major first step toward connecting diagnostics and health management solutions.

"While seemingly a small change for those that already know Alere as a health management company, for the Inverness companies, the new brand extends and differentiates our value-proposition to encompass the importance of a tighter connection between health services and diagnostic products," says Tom Underwood, CEO of Alere Health. "The global brand reinforces the concept that Alere provides healthcare that is **Connected, Empowering and Smart** and reflects the vision to empower healthcare providers and the people they serve with the tools and information they need to make better decisions."

Attendees visiting AHIP's Institute 2010 Booth #501 will be able to:

- Speak with Alere's thought leaders about the strategy and vision behind the global brand,
- See demonstrations of Alere's integrated programs and services,
- Register to win a "tablet computer", and
- View the new brand logo, colors and look and feel.

Conference attendees will be able to preview Alere's new Collaborative Care Solutions<sup>®</sup> product line, created to support physicians and provider groups, and the new AirStrip<sup>™</sup> OB application which will be offered by Alere Women's & Children's Health. Alere is forming a collaborative partnership with AirStrip Technologies<sup>™</sup> to offer the technology, which delivers vital healthcare data from the hospital directly to physicians' mobile wireless devices. In

addition, attendees can view Alere's Disease Management and Health Portal applications. Alere will be demonstrating its new Health Portal application for smart phones.

Also at the conference, Alere's Gordon Norman, MD, MBA, Chief Innovation Officer, will be presenting "Beyond Theory: Implementing a Patient-Centric Health Ecosystem" on Thursday, June 10 from 10:30-11:30 a.m.

"AHIP 2010 marks an important milestone for Alere," adds Underwood. "It's the first time that our clients and prospects will see the 'new' Alere, and it gives us a platform to share important information and to showcase Alere's comprehensive solutions. We're eager to demonstrate how Alere empowers individuals to take charge of their own health at home and how we provide physicians with access to timely and actionable information that drives better healthcare decisions and allows them to more appropriately and effectively direct care."

### **About Alere**

Alere Health, LLC ([www.alere.com](http://www.alere.com)) is a wholly-owned subsidiary of Inverness Medical Innovations, Inc. ([www.invernessmedical.com](http://www.invernessmedical.com)) (NYSE:IMA). Alere, a Latin verb, meaning "to care for" or "to support", offers the most patient-centered health management services available from a single provider in the industry. Alere services provide health interventions that are designed for the entire lifespan from pre-cradle (high-risk pregnancy and NICU management) to end-of-life care (complex care) as well as the continuum of health from wellness (health and productivity programs) and prevention to total health management of the individual for those having various chronic illnesses.

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