

HEALTH & HUMAN CAPITAL MANAGEMENT SERIES

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Alere's CEO & Chief Innovation Officer to Lead Panel Discussions at 5th Annual Employer Health and Human Capital Congress, February 2-5, 2010, in Washington, D.C.

Discussions to focus on solutions to help employers improve employee health and benefits strategies while reducing healthcare costs and positively impacting the bottom line

Woburn, Mass., January 7, 2010 – Two top executives from Alere[®], a national leader of personal health support solutions, will each lead panel discussions at the 5th Annual Employer Health and Human Capital Congress, February 2-5, 2010 in Washington, D.C., at Gaylord National Resort in National Harbor, Maryland (www.worldcongress.com/ehhc).

CEO Ron Geraty, MD, will serve as moderator of the keynote panel “Developing a Culture of Health: How Best-in-Class Employers Maximize Health & Wellness.” Chief Innovation Officer Gordon Norman, MD, will lead a panel of Alere clients on the topic of “Creating a Culture of Health in the Workplace.”

“Helping employers understand the importance of a healthy workforce and giving them the ammunition to support health and wellness programs is vital in today’s marketplace,” said Geraty. “We believe the presentations in these keynote panels will give employers the information and encouragement they need to develop the programs that will make a real difference, not only in the lives of their employees, but also in the bottom line of their businesses.”

Presenters within Dr. Geraty’s keynote panel are expected to address the following topics:

- Separating the essential health programs from the non-essential ones
- Integrating health programs decision-making with workforce management issues
- Balancing short-term solutions vs. long-term goals

Alere client presenters are being asked to discuss the following topics within Dr. Norman’s panel:

- Establishing a workplace environment supportive of employee health
- Empowering employees to make better personal health decisions and lifestyle changes at work
- Developing healthy incentives for families and dependents

The presentations will build upon Alere’s mission “to leverage technology to improve healthcare, one person, one touch at a time.”

About Alere

Alere (www.alere.com) is a wholly-owned subsidiary of Inverness Medical Innovations, Inc. (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.

About the Health & Human Capital Management Series

The Health and Human Capital Management Series provides leading human resources and employee management executives with effective methods of improving employee wellness and productivity while controlling costs. The series' flag ship event is the Employer Health & Human Capital Congress.