



**NEWS RELEASE**

**Media Contacts:**  
Scott McClintock  
770-767-7060

**Alere Wins Awards for Participant Engagement Programs  
Program recognizes nation's best consumer health information**

- Alere wins two awards in 16<sup>th</sup> Annual National Health Information program
- Awards program recognizes nation's best consumer health information programs and materials
- Awards given for participant engagement campaigns on stress relief and the importance of hydration

**Atlanta, GA – July 22, 2009** – Alere LLC has won two awards in the 16<sup>th</sup> Annual National Health Information program, which recognizes the nation's best consumer health information programs and materials. In the category of "Total Health Information Program," Alere won awards for two campaigns, one on stress relief and the other on the importance of staying hydrated. Both campaigns included a flyer, a table tent, a poster, an envelope stuffer, and postcards, all designed to increase participation in Alere's health management programs.

Alere's consumer health materials were created and submitted by its in-house participant marketing team, which develops literature for Alere's employer and health plan clients. A panel of health industry experts judged more than 1,000 entries, which included a range of communications such as brochures, pamphlets, direct mail campaigns, magazine articles and much more. Alere won a Bronze Award and an Award of Merit for the materials.

"We are excited, and certainly honored, to be nationally recognized for our participant-focused marketing campaigns, said Ashley Miller, vice president of Participant Marketing. "The level of this year's competition reflected an incredibly high caliber of talent and professionalism. We look forward to participating next year."

**About Alere**

Alere® ([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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