



NEWS RELEASE

Media Contacts:

Jan McClure

janm@mccluremedia.com

770-559-1016

Alere Named 2010 Innovator of the Year by Pegasystems

Company lauded for innovative approach to enabling better patient coordination and care

Atlanta, GA – April 28, 2010 – Alere, one of the nation's top providers of integrated health and wellness programs to health plans and employers, was named 2010 Innovator of the Year by [Pegasystems](#), a leader in business process management (BPM). Pegasystems presented the award to Alere at the PegaWORLD conference, the BPM industry's premier event, during a presentation to the company's healthcare clients in Philadelphia on April 27.

The Innovator of the Year Award is given to the company that has demonstrated new and effective ways to leverage Pegasystems technology to create a tactical/competitive advantage. Pegasystems' [SmartBPM](#) accelerates building solutions to enable business and IT to collaborate more seamlessly through automation.

The Innovation award was one of three given in the healthcare industry in North America. Alere won the award for the company's innovative approach to deploying Pegasystems' [SmartBPM](#) technology in the development of Alere's next generation Apollo integrated health management system.

"Apollo is the platform that allows us to deliver our vision of providing personal health support for each individual," noted Tom Underwood, CEO of Alere. "It is a dynamic system that is designed to give providers and patients comprehensive real-time information so they can achieve better health outcomes. Pega helped us achieve our goals in bringing a leading health technology solution to market, and we are honored to be recognized for our efforts."

Apollo is Alere's healthcare delivery system that provides a single, integrated and transparent online patient view to all care providers. Apollo enables Alere to facilitate better healthcare decisions by providing accurate, timely and actionable information to participants, their physicians and Alere clients, with the goal of improved quality of care and reduced costs.

SmartBPM provided Alere with an enterprise repository and a unified Web-based design environment to manage its BPM processes. With the technology, Alere is able to provide real-time disease management and wellness services as well as integration of biometric devices and alerts to physicians and healthcare providers.

About Pegasystems

Pegasystems (NASDAQ: PEGA), the leader in Business Process Management, provides software to drive revenue growth, productivity and agility for the world's most sophisticated organizations. Customers use our award-winning SmartBPM® suite to improve customer service, reach new markets and boost operational effectiveness.

Our patented SmartBPM® technology makes enterprise applications easy to build and change by directly capturing business objectives and eliminating manual programming. SmartBPM® unifies business rules and processes into composite applications that leverage existing systems – empowering businesspeople and IT staff to Build for Change®, deliver value quickly and outperform their competitors.

Pegasystems' suite is complemented by best-practice frameworks designed for leaders in financial services, insurance, healthcare, government, life sciences, communications, manufacturing and other industries.

Headquartered in Cambridge, MA, Pegasystems has offices in North America, Europe and Asia Pacific. Visit us at www.pegasystems.com.

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.

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