



Alere’s “Test Target Treat™” Campaign to Partner with the Alliance for the Prudent Use of Antibiotics on an Educational Program to Control Antimicrobial Resistance

WALTHAM, Mass., Oct. 23, 2013 – Alere Inc, a global leader in enabling individuals to take charge of their health at home through the merger of rapid diagnostics and health information solutions, announced today an educational partnership with the Alliance for the Prudent Use of Antibiotics (APUA) to expand the impact of Alere’s new Test Target Treat™ campaign website. APUA will provide non-commercial, expert educational material for Alere’s antimicrobial stewardship initiative. The information is designed to combat antimicrobial resistance by educating healthcare professionals on the importance of rapid diagnostics to make more targeted treatment decisions and the need for antimicrobial stewardship to reduce antibiotic resistance.

Antimicrobial resistance occurs when microorganisms mutate or acquire resistance genes that enable them to withstand previously effective antimicrobial treatments. It is generally the result of the misuse of antibiotics, a rapidly growing global public health concern. As antimicrobial stewards, both APUA and Alere seek to use the Test Target Treat™ initiative as a vehicle to improve appropriate antimicrobial use by promoting the optimal antimicrobial drug regimen, dose, duration of therapy and path of administration. This common goal enables an ideal partnership.

Additionally, the Test Target Treat™ campaign reinforces the fact that antibiotics are over-prescribed in 50% of all cases and that treating viral infections with antibiotic therapies contributes significantly to patient mortality and rising healthcare costs. The Test Target Treat™ educational program emphasizes the value of rapid diagnostics to enable healthcare practitioners distinguish between infections that require treatment and those that are self-limiting. Test Target Treat™, supported by APUA clinical monographs, case studies and webinars on antibiotic stewardship and diagnostic strategies, will help clinicians identify pathogens at the point of care and define appropriate treatment plans for Strep A, RSV, influenza, *S. pneumoniae*, MRSA and *C. difficile* infections. The APUA non-commercial, educational material, developed by APUA experts for dissemination on the Test Target Treat™ website, is supported by an unrestricted educational grant from Alere.

The new website will broaden the distribution of APUA’s standard non-commercial messages and will boost global awareness of antibiotic resistance and effective interventions. The APUA

materials will provide guidance on important drug resistance interventions such as antibiotic stewardship, diagnostics and infection control.

To learn more about Alere's Test Target Treat™ initiative and to review the educational material developed by APUA, please visit the campaign's website at www.TestTargetTreat.com.

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About Alere

Alere (NYSE: ALR) is the world's leading provider of point-of-care rapid diagnostic and health information solutions for infectious diseases, cardiovascular disease, diabetes management and toxicology. The company is developing innovations in near-patient diagnosis, monitoring and health management that enable individuals to take charge of improving their health and quality of life. Alere is headquartered in Waltham, Massachusetts. For additional information on Alere, please visit www.alere.com.

About APUA

The Alliance for the Prudent Use of Antibiotics (APUA) has been the leading non-governmental organization working to preserve the effectiveness of antimicrobial drugs since 1981. With affiliated chapters in over 66 countries on every continent, APUA conducts research, education and advocacy programs to control antimicrobial resistance and ensure access to effective antibiotics for current and future generations. APUA focuses on large-scale national and international research and educational projects to control and monitor antibiotic resistance. With an extensive global and national network, APUA facilitates information exchange, stakeholder consensus, and partnership building among scientists, healthcare providers, consumers and policy makers. For more information regarding APUA, please visit www.tufts.edu/med/apua.

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