



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

FOR IMMEDIATE RELEASE

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Home Diagnostics Forms Distribution Partnership With STADA

April 2, 2003 – Ft. Lauderdale, FL – Home Diagnostics (HDI), a leading US manufacturer and marketer of blood glucose monitoring systems, announces an international distribution partnership with STADA Arzneimittel AG, of Bad Vilbel, Germany.

STADA is one of Europe's leading companies for non-patented products, mainly comprised of generics. As a result of recent rapid growth, STADA's 2002 sales exceeded \$600 million. STADA will co-brand, market and distribute HDI's Prestige IQ™ blood glucose monitoring system and Prestige Smart System™ blood glucose test strips in Germany, Austria, France, Belgium, Ireland, Italy and Spain.

Through its unique co-branding strategy, HDI has established itself as a leading player in the blood glucose monitoring category, with distribution in more than 30,000 US retail outlets. Marketplace surveys confirm the Prestige Smart System™ has been one of the top three best selling OTC meters in chain drug stores throughout 2002.* More than 1.8 million Prestige Smart System™ products are being used by diabetes patients today. The Prestige IQ™ features fast, accurate results, a large easy-to-read display, 365-test memory, time and date, and 14- & 30-day morning averaging. Prestige Smart System™ test strips are easy to handle and require as little as a 4µl blood sample size.

HDI's Prestige Smart System™ offers STADA the opportunity to expand activities within the diabetes market, where even in the generics segment, it is becoming increasingly more important to offer comprehensive diabetes management programs. "We are proud to align ourselves with STADA, whose commercial versatility mirrors that of HDI. STADA's strong marketplace presence offers us the significant Western European-based opportunity we've been seeking," noted J. Richard Damron, Jr., President and CEO of HDI.

Home Diagnostics, Inc. of Ft. Lauderdale, Fla. is a diagnostics company dedicated to developing self-testing equipment to improve diabetes management at the best value to consumers.

*Data on file.

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