



Universal Biosensors

28 January 2010

**UBI Announces Launch of One Touch "Verio" in Netherlands by LifeScan, Inc
- UBI supplies LifeScan Inc. with disposable test strips for the new blood glucose
monitoring system -**

Universal Biosensors, Inc. (ASX: UBI) announces that it has been informed by its partner LifeScan, Inc that LifeScan's new product incorporating technology developed by UBI has been made available for sale in The Netherlands under the One Touch "Verio" brand (www.lifescan.nl). CE marking for the product was approved in November.

"The Netherlands is an excellent choice for a first European launch. It is an intensely competitive marketplace that values the technology attributes developed by UBI", said UBI CEO Mark Morrisson. "Regulators and key opinion leaders around the world are focussing on improved accuracy of glucose monitoring devices. We believe Verio product has industry leading attributes and will be very successful in the market place."

UBI manufactures the disposable test strip for the Verio product in its Rowville (Melbourne) facility.

Ends

Enquiries:

Mark Morrisson +61 3 9213 9000

About Universal Biosensors

For additional information in relation to Universal Biosensors, refer to
<http://www.universalbiosensors.com/announcements.html>.

Universal Biosensors is a specialist medical diagnostics company, founded in 2001, that is focused on the development, manufacture and commercialisation of a range of *in vitro* diagnostic tests for point-of-care use. These tests capitalize on a technology platform which uses a novel electrochemical cell that can be adapted for multiple analytes and provide for enhanced measurements in whole blood.

Universal Biosensors' first product, developed in conjunction with LifeScan, Inc, is a next generation test for diabetics to self – monitor blood glucose. The product features market leading accuracy and was launched in The Netherlands in January 2010. The relationship with LifeScan, Inc dates from 2001. In 2009 the two companies entered an updated Master Services and Supply Agreement under which Universal Biosensors agreed to be a non-exclusive manufacturer of blood glucose sensor strips. Universal Biosensors CEO Mark Morrisson has previously estimated that there are approximately 16 billion glucose sensor strips sold worldwide into a market in which LifeScan is a major participant.

Universal Biosensors is currently developing other point-of-care blood tests from its technology platform, which it intends to partner in due course.