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UBI included in LifeScan briefing on glucose monitoring outlook

Universal Biosensors, Inc. (ASX: UBI) announced today that LifeScan, Inc had provided information concerning its strategic intentions for its OneTouch® Verio™ product developed with UBI.

This occurred during the Diabetes Care Franchise Review, which was part of the Johnson & Johnson Medical Devices and Diagnostics Business Review with analysts. The relevant presentations were given by the Worldwide Chairman of Johnson & Johnson's Medical Devices and Diagnostics Group, Mr Alex Gorsky and the Diabetes Care Franchise Company Group Chairman, Mr Michel Paul, and are available by cutting and pasting the following link into your search engine or browser and following the relevant link:

investor.jnj.com/webcasts-presentations.cfm

Ends

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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 was launched in The Netherlands in January 2010. The relationship with LifeScan, Inc dates from 2001. In 2009 the two companies entered into 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 is currently developing other point-of-care blood tests from its technology platform, which it intends to partner in due course.

Under applicable United States securities laws all of the shares of our common stock are "restricted securities" as that term is defined in Rule 144 under the Securities Act of 1933, as amended (Securities Act). Restricted securities may be resold in the public market to United States persons as defined in Regulation S only if registered for resale or if they qualify for an exemption from registration under the Securities Act. We have not agreed to register any of our common stock for resale by security holders.