



Universal Biosensors

9 August 2010

Universal Biosensors Announces Launch of OneTouch® Verio™ in Australia by LifeScan

Universal Biosensors, Inc. (ASX: UBI) announced today that it has been informed by LifeScan (a Johnson & Johnson company), that LifeScan's new product incorporating technology developed with Universal Biosensors will be made available for sale in Australia under the OneTouch® Verio™ brand from the 1st of September 2010.

LifeScan, a global company with a presence in 75 countries has been helping people with diabetes around the world for over 20 years with its range of OneTouch® products - Blood Glucose Meters, Test Strips, Lancets/Lancing Devices and Diabetes Management Software. In order to launch and support the OneTouch® Verio™ product in the Australian market, LifeScan has built a new organization comprising of sales, marketing, operations and customer service.

"Diabetes is a national health care priority and to have one of the world's greatest health care companies now available to support people living with diabetes in Australia, is phenomenal. It is exciting to see the launch of a blood glucose system that is made in Australia and also offers such accurate technology. Accuracy like that offered by OneTouch Verio is particularly relevant and important for type 1 and type 2 patients who need more precise insulin dosing decisions," said UBI CEO Mark Morrisson.

"LifeScan is proud to reinforce its strong partnership with Universal Biosensors and offer Australian technology to people living with diabetes around the world," said LifeScan Country Director Xavier Laniol.

Universal Biosensors manufactures the disposable test strip for the OneTouch® 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

Universal Biosensors Pty Ltd
ABN 35 098 234 309

1 Corporate Avenue
Rowville VIC 3178
Australia

Telephone +61 3 9213 9000
Facsimile +61 3 9213 9099
Email secretary@universalbiosensors.com
www.universalbiosensors.com



Universal Biosensors

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