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**Universal Biosensors**

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## **Universal Biosensors Announces Launch of OneTouch Verio® in France by LifeScan**

Universal Biosensors, Inc. (ASX: UBI) today announced that LifeScan's new product, OneTouch Verio® has been made available for sale in France. The OneTouch Verio® incorporates technology developed by Universal Biosensors and addresses the rapidly growing Self Monitoring Blood Glucose (SMBG) market.

Speaking about the launch, UBI Executive Chairman, Andy Denver said, "LifeScan's launch of the OneTouch Verio® into the French market represents another significant milestone for UBI. France is a major SMBG market with one of the highest growth rates in Europe. LifeScan's continued roll out of OneTouch Verio® across Europe has been widely anticipated and follows the successful launch of the device in the Netherlands in January 2010 and in Australia in September 2010."

GlobalData reports that the SMBG market in France is estimated to reach \$800 million in 2015 with a compound annual growth rate over the next five years of 11%. Systematic diabetes screening programs in European countries like France are reducing the incidence of undiagnosed diabetes cases and increasing the uptake of SMBG devices in those markets. GlobalData reports that LifeScan is one of four leaders in the European SMBG market with an estimated market share of 19% (2008). The OneTouch Verio® has significant advantages in the highly competitive SMBG industry including reliable accuracy and no requirement for calibration code entry.

**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 capitalise 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 and in Australia in September 2010. The relationship with LifeScan, Inc. dates from 2001. In 2009 the two companies entered into an updated Master Services and

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Supply Agreement under which Universal Biosensors agreed to be a non-exclusive manufacturer of blood glucose sensor strips for LifeScan.

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