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Universal Biosensors

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Universal Biosensors Announces Launch of OneTouch Verio® in Italy by LifeScan

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

GlobalData reports that the SMBG market in Italy is estimated to reach \$780 million in 2015 with a compound annual growth rate over the next five years of 9%.

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 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.