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Universal Biosensors Announces further Launches of OneTouch Verio® in Europe by LifeScan

Universal Biosensors, Inc. (ASX: UBI) today announced that it has been advised by LifeScan that the OneTouch Verio® product has been launched in Germany, the United Kingdom, Ireland, Spain and Portugal. The OneTouch Verio® incorporates technology developed by Universal Biosensors and addresses the rapidly growing Self Monitoring Blood Glucose (SMBG) market. Universal Biosensors is paid a fee by LifeScan for the number of strips it sells in each market.

UBI CEO, Paul Wright said, "The launch in other European territories is exciting news for UBI, in particular the launch in Germany which is currently the largest SMBG market in Europe. The addition of these markets follows the launch of OneTouch Verio® in France, Italy and the Netherlands. These markets combined accounted for approximately 90% of the European SMBG market, worth US\$2.8 billion in 2008. The OneTouch Verio® has significant advantages in the highly competitive SMBG industry including reliable accuracy and no requirement for calibration code entry."⁽¹⁾

According to Global Data, the SMBG market in the major European countries where the OneTouch Verio® has been launched is projected to reach US\$4.8 billion by 2015.

<i>Country</i>	<i>2015 (\$bn)</i>	<i>Compound annual growth rate</i>
<i>Germany</i>	1.27	5%
<i>Italy</i>	0.78	9%
<i>UK</i>	1.34	19%
<i>Spain</i>	0.70	9%
<i>France</i>	0.80	11%

LifeScan is one of four leaders in the European SMBG market with an estimated market share of 19% (2008)⁽¹⁾.

Ends

Enquiries:

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(1) Source – GlobalData, Global Self Monitoring Blood Glucose Market, Published Nov 2009

About Universal Biosensors

For additional information in relation to Universal Biosensors, refer to

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<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 has been launched in territories accounting for 90% of the European Self Monitoring Blood Glucose market and Australia. Universal Biosensors' 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.