

Home Diagnostics, Inc.

Dedicated To Diabetes Management

PRESS RELEASE

Contacts:

Home Diagnostics

Sabrina Rios
Corporate Communications Manager
(954) 332-2141
srios@hdidiabetes.com

The Ruth Group

Nick Laudico (investors)
(646) 536-7030
nlaudico@theruthgroup.com

Jason Rando (media)
(646) 536-7025
jrando@theruthgroup.com

Home Diagnostics Appoints Vice President of Marketing

FORT LAUDERDALE, Fla. – January 30, 2007 – Home Diagnostics, Inc. (Nasdaq: HDIX), a leading manufacturer and marketer of diabetes testing supplies, announced today that Daniel Falter has joined the company as vice president of marketing.

Mr. Falter has assumed responsibility for all marketing activities, including planning and executing the conception, pricing, promotion and distribution of the Home Diagnostics product lines. Mr. Falter will also lead the existing marketing team in developing and executing strategies in product management, channel marketing, and corporate communications.

“The emergence of Home Diagnostics into the public arena last September when we completed our IPO elevated the visibility of the company considerably,” said J. Richard Damron Jr., president and chief executive officer of Home Diagnostics. “Dan’s appointment is a reflection of our growth and our continued drive to create a world-class, marketing-led organization. His marketing knowledge and proven track record in driving return-on-investment will be of great value to Home Diagnostics.”

Mr. Falter’s professional experience spans more than 21 years. In his previous role as senior director of Product Commercialization and senior marketing director at Andrx Corporation, a wholly-owned subsidiary of Watson Pharmaceuticals, Inc., he was responsible for managing the company’s customer relationships and internal execution to ensure the performance of multi-million dollar brand contracts and new business development. At Andrx

he was also responsible for successfully leading sales growth of a small brand company competing with major pharmaceutical brands through such efforts as product re-positioning, managed care, customer targeting, and pricing strategies. Prior to Andrx, Mr. Falter held senior-level marketing positions at a range of leading, blue-chip companies including Abbott Laboratories, Caremark Inc., and Searle (acquired by Pharmacia/Pfizer).

About Home Diagnostics, Inc.

Based in Fort Lauderdale, Florida, Home Diagnostics, Inc. (Nasdaq: HDIX) is a leading manufacturer and marketer of diabetes testing supplies. With a portfolio of blood glucose monitors that spans the spectrum from standard to advanced systems, Home Diagnostics, Inc. offers products that can help every person with diabetes better monitor and manage their disease. The Home Diagnostics, Inc. product line includes the Sidekick® Testing System, TrueTrack Smart System®, TrackEASE Smart System®, and Prestige Smart System® blood glucose monitor. For more information please visit www.homediagnostics.com.

[HDIX-F]

#