



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

FOR IMMEDIATE RELEASE

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Home Diagnostics Announces Scandinavian Partnership With MEDA

February 26, 2003 – Ft. Lauderdale, FL – Home Diagnostics (HDI), an industry leading manufacturer and marketer of blood glucose monitoring systems, has formed an international distribution partnership with MEDA, of Solna, Sweden. MEDA is a Swedish specialty pharmaceutical company, marketing prescription and over-the-counter drugs, as well as medical equipment in the Nordic countries.

MEDA will market and distribute HDI's Prestige IQ™ blood glucose monitoring system and Prestige Smart System™ blood glucose test strips in Sweden, Norway, Denmark, Finland, Estonia, Latvia, and Lithuania.

Under the partnership, HDI and MEDA will supply the Prestige IQ™, which features fast, accurate results, a large easy-to-read display, 365-test memory, time and date, and 14- & 30-day morning averaging. Prestige Smart System™ test strips are easy to handle and require as little as a 4µL blood sample size.

Through its unique co-branding strategy, HDI has established itself as a leading player in the blood glucose monitoring category, with distribution in more than 30,000 chain retail outlets nationwide. Marketplace surveys confirm the Prestige Smart System™ has been one of the top three over-the-counter best selling meters in chain drug stores throughout 2002.* More than 1.8 million Prestige Smart System™ products are being used by diabetes patients today.

"The partnership with HDI is important to MEDA and to our introduction into the diabetes care marketplace in the Nordic countries," said Anders Lönner, CEO of MEDA.

"We are very excited to have MEDA as our new marketing and distribution partner for the Prestige IQ™. Being able to provide high quality diabetes products at a value to consumers in these new markets is an exceptional opportunity for us," noted J. Richard Damron, Jr., President of HDI.

Home Diagnostics, Inc. of Ft. Lauderdale, Fla. is a diagnostics company dedicated to developing self-testing equipment to improve diabetes management at the best value to consumers.

*Data on file.

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