



Alere EVP Dr. Gordon Norman to Become Board Chairman of DMAA at Annual Trade Show and Conference

MARIETTA, Ga. (November 24, 2008) – The DMAA: The Care Continuum Alliance will appoint Gordon Norman, M.D., M.B.A., executive vice president for science and innovation at Alere®, as the new Board Chairman of the DMAA at the conclusion of The Forum 08, November 23-35 in Hollywood, Fla. Dr. Gordon has served as Chairman-Elect for the past year.

Through advocacy, research and promotion of best practices, the DMAA advances population-based strategies to improve care quality and outcomes and reduce preventable costs for individuals with and at risk for chronic conditions. The DMAA represents more than 200 corporate and individual stakeholders, including wellness, disease and care management organizations, pharmaceutical manufacturers and benefit managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other healthcare professionals, and researchers and academicians.

DMAA president and CEO Tracey Moorhead, says, “Dr. Norman’s long involvement in DMAA leadership, his extensive experience and expertise in population health improvement and status as a highly respected member of the medical community made him an ideal choice for DMAA Chairman.”

“One of the things that distinguishes Alere, besides the depth and breadth of our services, is our thought leadership position in the industry, and this is evidenced by our strong presence at the DMAA and the fact that we have an executive taking a major leadership role in one of the most important organizations in our industry,” says Alere CEO Ron Geraty.

“I am very excited to have an opportunity to contribute further to the organization’s leadership at this important time for our industry,” says Dr. Norman. “While we face a number of important challenges, the association has never been stronger or more prepared to address those challenges, so my confidence is high that we will continue to expand the frontiers of population health improvement in the coming year.”

In his current role at Alere, Dr. Norman is responsible for advancing Alere’s science, program development and industry leadership as Alere pursues its new mission to “leverage technology



to improve healthcare one person, one touch at a time.” Since joining Alere in 2005, Dr. Norman has held the roles of chief medical officer and chief science officer.

Alere is a Chairman Sponsor of The Forum 08 , and will host an opportunity to meet Dr. Norman, at the Alere booth , #311, on November 24 from 4 p.m. to 7 p.m.

About Alere

Alere is a member of the Inverness Medical Innovations (www.invernessmedical.com) family of companies and represents the union of Alere Medical, ParadigmHealth and Matria® Healthcare. Alere, a Latin verb, meaning “to care for” or “to support”, offers the most patient-centered health services available from a single provider in the industry today. Services include wellness, healthy living, productivity improvement and complex care management as well as case management of acute and catastrophic conditions, and high-risk pregnancy and NICU management. In addition, in-home diagnostics monitoring devices address the need for the daily monitoring of medium- and high-risk patients. Inverness Medical Innovations (AMEX: IMA) is a global leader in rapid point-of-care diagnostics, cardiology, oncology, women's health and health management services. More information can be found about Alere at www.alere.com.

Contact:

Scott McClintock

770-767-7060

scott.mcclintock@alere.com

© 2008 Inverness Medical. All rights reserved. Alere and Matria are trademarks of the Inverness Medical group of companies.