

Home Diagnostics, Inc.

Dedicated To Diabetes Management

PRESS RELEASE

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Home Diagnostics Launches TRURead Blood Glucose Monitor

FORT LAUDERDALE, Fla. – March 13, 2007 – Home Diagnostics, Inc. (Nasdaq: HDIX), a leading manufacturer and marketer of diabetes testing supplies, announced today the launch of the TRURead™ blood glucose monitoring system. TRURead was designed to be reliable and easy to use and was created specifically to meet the needs of Medicare and Medicaid patients.

TRURead will be available through Home Diagnostics' domestic distribution and mail service channels beginning in mid-March 2007. The product will be marketed as TRURead and will also be available in a co-branded format in which a customer's store name and the TRURead brand name are both included on the product. This product introduction further diversifies Home Diagnostics' product offerings to meet individual market needs, allowing for greater alignment with specific customer segments.

The introduction of TRURead furthers Home Diagnostics' goal of providing blood glucose monitoring systems that combine product quality, ease-of-use and affordability. TRURead's advanced biosensor and chip coding technology generates accurate results in 10 seconds from a single microliter (1 µl) of blood. Its data management features include a 200-test memory capacity, Internet data uploading capabilities to track results, and a large, easy-to-read display.

“We have specifically designed TRUeread for our partners who serve the Medicare and Medicaid market,” said J. Richard Damron, Jr., President and Chief Executive Officer of Home Diagnostics. “TRUeread gives them an opportunity to purchase a value-priced solution that provides their patients with a blood glucose monitoring system that is full-featured, high-quality, accurate and easy to use. We believe TRUeread will drive growth not only with our mail service partners, but also with our distribution partners which in turn provide product to independent pharmacies and durable medical equipment providers. We are committed to being the best business partner we can be and we believe that TRUeread will continue to deliver the product quality and value that our customers have come to expect from Home Diagnostics.”

About Home Diagnostics, Inc.

Based in Fort Lauderdale, Florida, Home Diagnostics, Inc. (Nasdaq: HDIX) is a leading developer, manufacturer and marketer of diabetes management solutions. Home Diagnostics, Inc. offers a portfolio of high-quality blood glucose monitoring systems that spans the spectrum of features and benefits to help every person with diabetes better monitor and manage their disease. The Home Diagnostics, Inc. product line includes TrueTrack Smart System®, Sidekick®, TRUeread™, TrackEASE Smart System® and Prestige Smart System® blood glucose monitoring systems. For more information please visit www.homediagnostics.com.

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