



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

FOR IMMEDIATE RELEASE

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New, High Performance TrueTrack Smart System™ From Home Diagnostics, Inc. Saves Patients \$250 Annually On Blood Glucose Monitoring

July 14, 2003 – Ft. Lauderdale, FL – Home Diagnostics, Inc. (HDI), a leading global manufacturer and marketer of diabetes management products and accessories, today received FDA approval of the TrueTrack Smart System™, a new blood glucose monitoring system featuring biosensor technology.

The TrueTrack Smart System™ offers people with diabetes a level of technical and clinical performance at parity with that of the category's best sellers. Combined with its affordable price, TrueTrack™ is positioned as the best-value blood glucose monitoring system on the market today.

"Until now, a large segment of diabetes patients were excluded from purchasing a high performance system because of price," said J. Richard Damron, Jr., President and Chief Executive Officer of Home Diagnostics, Inc. "Home Diagnostics is the first company to solve the cost/performance dilemma, incorporating advanced features at an extremely affordable price."

HDI's TrueTrack Smart System™

The TrueTrack Smart System™, featuring biosensor technology, requires only a one-microliter blood sample – four times smaller than the leading national brand. Its small sample size requirement results in less painful, more comfortable testing. TrueTrack Smart System™ is easy-to-use, requires just two simple steps, and achieves accurate test results in just 10 seconds – four times faster than the leading national brand. Its large display features easy-to-read digits for diabetes patients with visual impairment. The system also provides extensive data management capabilities – including date and time, 365-test memory, and 14- and 30-day averaging. Major diabetes centers across the country have tested the TrueTrack Smart System™ to assure it meets all the required performance criteria.

TrueTrack™ Test Strips – easy sample application

TrueTrack™ Test Strips, an integral part of the TrueTrack Smart System™, feature capillary action, which quickly and effortlessly draw blood into their tip. For the diabetes patient with dexterity limitations, the size of the test strips make them easy-to-handle. And the two-bevel tip design allows users to easily see where blood must be applied. The system also features audible fill detection – a short, distinct beep, which lets the user know when they have applied sufficient blood.

Equally important, TrueTrack™ Test Strips cost up to 30% less than competitive systems. This adds up to an annual cost savings of nearly \$250 for the average tester*. The TrueTrack Smart System™ is covered by Medicare and most private insurance plans, and its low cost is often even less expensive than some insurance co-pays.

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Initially, the TrueTrack Smart System™ will be rolled out to its customers via HDI's unique co-branding strategy. Consequently, major retail and wholesale partners are able to leverage the strength of their trusted brand names by positioning their system as a value-based alternative to national brands.

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. 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. For more information on the TrueTrack Smart System™, call Home Diagnostics, Inc. at 1-800-342-7226 or visit the HDI Web site at www.thesmartchoice.com.

*Calculations on file.

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