

Ex-Menarini Executive to Lead UK for WaveSense™

Oxford, United Kingdom, June 5, 2008 – WaveSense Europe announced today that Mr. Alec Winton, formerly of Menarini Diagnostics, has joined WaveSense Europe as General Manager, UK, and that WaveSense Europe headquarters will be based in Oxfordshire.

Winton has more than 20 years of sales, marketing, quality, customer service, and operational experience in the UK diagnostics and blood glucose monitoring (BGM) market. He has held various positions with Menarini Diagnostics, one of the largest BGM distributors in Europe, including Business Unit Manager and Marketing Manager. While at Menarini, Winton was responsible for bringing products to the UK market and was in charge of marketing for their leading BGM product line, GlucoMen™. In addition, he led the UK launch of the company's GlucoDay™ continuous glucose monitoring system (CGMS). Winton also led the sales and marketing of the routine HbA1c testing in the UK, in which Menarini is the UK market leader. He was significantly involved in the process of UK standardization of HbA1c results.

"I am excited to bring my experience to this new opportunity and expand WaveSense distribution to one of the top markets in Europe," said Winton. "Given that we've already received Drug Tariff acceptance for the WaveSense Jazz™ system, people with diabetes in the UK will soon have access to this high accuracy, high quality system."

The listing for the UK Drug Tariff will be effective in August, thus users can receive WaveSense Jazz™ strips with a prescription, like other leading brands.

In March 2008, WaveSense Europe exhibited at the 2008 Diabetes UK Meeting in Glasgow, Scotland, where it launched the WaveSense Jazz™ BGM System. The Jazz™ has many market-leading features designed to help people with diabetes have better control, such as extra large, easy-to-read digits, predictive pre/post-meal tagging of results, automatic glycemic variability tracking, and a positive feedback marker.

Claudio Carboni, Managing Director of WaveSense Europe said, "We are honored to welcome Alec to our team and to support him as he leads our UK operations. I'm confident that his experience will enable WaveSense to become a market-leading brand with professionals and consumers alike as he now starts building the UK sales and support teams."

About WaveSense

WaveSense is a line of products designed to improve the quality of diabetes care by using a new technology that personalizes each test to provide world class accuracy. It detects and corrects for many errors caused by differences in blood samples and environmental conditions. The company also makes Zero-Click™, a diabetes data management system designed to simplify data download. Together there are six FDA-cleared products protected by a suite of more than 160 patents worldwide. For more information on or to buy WaveSense products, see www.wavesense.co.uk.

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