

Home Diagnostics, Inc.

Dedicated To Diabetes Management

FOR IMMEDIATE RELEASE

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Home Diagnostics Inc. Introduces Ketocare™ Ketone Test Strips

Offers Low Carb Dieters And People With Diabetes National Brand Performance At An Affordable Price

June 22, 2004 – Ft. Lauderdale, FL – Home Diagnostics Inc., a leading U.S. manufacturer and marketer of diabetes supplies, announced today that it has introduced KetoCare™ Ketone Test Strips which offer dieters and people with diabetes a quality, more affordable way to monitor their ketones.

Branching out beyond blood glucose testing for the first time, Home Diagnostics' new KetoCare™ Ketone Test Strips for urinalysis are an important part of an effective diabetes management program as well as a positive reinforcement tool for low carb dieters to evaluate how well their food choices impact their body's ability to burn fat.

"Everyday, people use Ketone tests to help them monitor the level of ketones in the body. However, dieters and people with diabetes use them for distinctly different reasons," said J. Richard Damron, Jr., President and Chief Executive Officer of Home Diagnostics, Inc. "We believe that the affordability of our product will encourage both groups to test more often, keeping them better informed about managing their respective conditions," added Mr. Damron.

Many of the most popular low carb diets encourage Ketone testing due to the fact that the presence of ketones lets the dieter know their carbohydrate intake is low enough to promote the breakdown of fat. Contrary to low carb dieters, people with diabetes want to avoid the presence of ketones in their urine. For example, if a KetoCare™ test strip showed moderate to high levels of ketones in a person with diabetes, they are instructed to consult their physician or diabetes educator.

"The growing popularity of ketone testing among consumers combined with the trust and partnerships we've built through our blood glucose monitoring business, has enabled us to garner instant demand for our KetoCare™ Ketone Test Strips from our existing retail partners, stated Gregg Johnson, Vice President of Consumer Healthcare for Home Diagnostics, Inc. Walgreens has already co-branded KetoCare™ Ketone Test Strips and they are currently hitting store shelves across the country," added Johnson.

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KetoCare™ strips offer a six level color chart and 15 second read time for measurement of ketones in urine. The strips are packaged in vials of 50ct. and 100ct. using a convenient flip-top vial. Most retailers indicate that the product would be available at both the pharmacy counter for the diabetes patient and in the diet section for the low carb dieter.

About Home Diagnostics, Inc.

Home Diagnostics, Inc. of Ft. Lauderdale, FL. is a diagnostics company dedicated to developing self-testing equipment to improve diabetes management at the best value to consumers while taking costs out of the healthcare system. 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.

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