



May 2006

NEWS RELEASE

**INNOVATIVE NEW CLEARVIEW FLU TEST LAUNCHED BY INVERNESS
MEDICAL**

Inverness Medical, a leading manufacturer of Rapid Immunodiagnostic Devices, is delighted to introduce an exciting and innovative addition to the world leading Clearview Range.

Clearview Exact Influenza A & B is a rapid, simple and accurate test to detect influenza A & B viral antigens. The test is an immunochromatographic membrane assay that utilises sandwich immunoassay technology and consists of a dipstick device containing a membrane strip that has separate regions with immobilized influenza A and B specific monoclonal antibodies and a coloured gold conjugate that also consists of specific influenza A and B antibodies.

According to World Health Organization estimates around 250,000 – 500,000 deaths are caused every year by influenza, with a further 3 to 5 million cases of severe illness. During annual influenza epidemics, 5%-15% of the population can become affected with upper respiratory infections.

Infection rates of influenza are increasing across the globe with a high prevalence of the disease amongst vulnerable populations, such as the young (6-23 months), the over-65s, pregnant women and those with chronic health conditions – particularly asthma, other respiratory illnesses and cardiovascular disease.

Every year, influenza causes a 30%-50% increase in primary care consultations and complications of the disease, such as sinusitis, bronchitis and pneumonia, burden healthcare systems with additional costs.

Continues

Clearview Exact Influenza A & B makes diagnosis and treatment possible in a single patient visit by providing accurate and reliable results in just 15 minutes. This helps facilitate timely clinical management and infection control in hospital laboratories, doctor's offices and private clinics.

Scientifically engineered so that it can be easily performed and interpreted by non-laboratory personnel, Clearview Exact Influenza A & B also reduces the burden on clinical budgets by minimising administration time and identifying appropriate use of anti-viral agents. This reduces the amount of referrals to hospital, reduces the use of antibiotics and reduces the cost of hospital care.

By confirming influenza and identifying Type A viruses from Type B infections, Clearview Exact Influenza A & B not only helps to contain a potential epidemic in the making, but also maximises the targeted use of antivirals that only work against Type A whilst minimising the risk of exposing patients who do not have influenza to the side effects and costs of antiviral treatment.

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For further information please email us at professionaldiagnosics@unipath.com or visit www.clearview.com

Notes to Editor:

- Inverness Medical, a world leading provider of innovative diagnostic products for infectious diseases, women's health and chronic disease self-management.
- Data held on file at Inverness Medical demonstrates a high correlation between Clearview Exact Influenza A & B to the gold standard (RT-PCR)
- Other infectious disease tests in the range include Clearview Strep A, Clearview Exact Strep A and Clearview RSV