



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

FOR IMMEDIATE RELEASE

For more information, contact:

Adam Sohn

Home Diagnostics, Inc.
800-342-7226, ext. 3131
asohn@hdiabetes.com

**Home Diagnostics Inc. Blood Glucose Monitor
Listed on RxAmerica National Formulary
Network of over 55,000 Pharmacies and State-of-the-Art
Mail Service Facility to offer the TrueTrack Smart System™**

January 20, 2004 – Salt Lake City, UT – Home Diagnostics Inc., a leading U.S. manufacturer and marketer of blood glucose monitoring systems, today announced its **TrueTrack Smart System™** has been added to the RxAmerica national formulary effective January 1. The product's addition will offer RxAmerica, a leading Pharmacy Benefits Manager, an opportunity to provide members with a blood glucose monitor of premium quality while significantly reducing the costs associated with managing diabetes.

"Being placed on the RxAmerica national formulary furthers Home Diagnostics' goal to increase patient access to affordable diabetes supplies while also serving as a testament to HDI's proven experience as a manufacturer of premium quality products," stated J. Richard Damron Jr, Chief Executive Officer of Home Diagnostics, Inc.

The TrueTrack Smart System™ offers advanced features that help make it equal or superior to the category's leading systems and ideally suited for the moderate to frequent tester with an active, on-the-go lifestyle.

"Our purpose at RxAmerica is to deliver value to our clients' prescription drug benefit programs. By offering the TrueTrack Smart System™ our clients are offered a newfound opportunity to reduce their total spend for diabetes supplies. Armed with the latest technology, proven reliability and a reputation for quality among health care professionals, we know that the product will meet or exceed the needs of patients as well" emphasized Saul Factor, RxAmerica's Chief Clinical Officer.

Today, the TrueTrack Smart System™ is co-branded by leading national retailers, wholesalers, and mail order companies across the country.

About Home Diagnostics, Inc.

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 while taking costs out of the healthcare system.

– more –



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

About RxAmerica

RxAmerica is a leading Pharmacy Benefits Manager that specializes in controlling drug cost trends, creating customized solutions and delivering best-in-class service for its clients. Nationally, RxAmerica provides prescription benefits for more than five million individuals through a retail network of more than 55,000 pharmacies and its own state-of-the-art mail service pharmacy. RxAmerica delivers innovative, targeted programs that improve the health of members while lowering drug benefit costs for its clients.

RxAmerica is a wholly owned subsidiary of Longs Drug Stores Corporation (NYSE: LDG), one of the leading drug store chains in North America. Information on Longs Drugs is available at www.longs.com.

For further information on RxAmerica, call 1-800-770-8014 or visit RxAmerica's website at www.rxamerica.com.

###