



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

FOR IMMEDIATE RELEASE

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Meijer And Home Diagnostics, Inc. Team Up To Deliver New, High-Performance TrueTrack Smart System™

Diabetes Patients Save \$250 Annually On Blood Glucose Monitoring

March 2, 2004 – Grand Rapids, Michigan – Meijer, a family-owned and operated grocery and general merchandise retailer, announced today it will co-brand Home Diagnostics, Inc.'s new TrueTrack Smart System™ blood glucose monitor. The partnership was established to offer Meijer guests living with diabetes an alternative to purchasing higher-priced national brands without compromising accuracy or premium performance features. The Meijer TrueTrack Smart System™ is available in all 158 Meijer stores.

"Featuring the latest 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. 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 our customers living with diabetes*. When you combine performance with its affordable price, the Meijer TrueTrack™ is positioned as the best-value blood glucose monitoring system on the market today," said Mike Major, VP of Pharmacy at Meijer.

"Throughout the years, the Meijer name has continued to denote quality and integrity. By offering the TrueTrack Smart System™ under the Meijer brand, Home Diagnostics, Inc. can help take the costs out of managing diabetes for thousands of Meijer guests," said J. Richard Damron, Jr., President and Chief Executive Officer of Home Diagnostics, Inc.

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. The 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.

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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Meijer is a family-owned and operated grocery and general merchandise retailer operating 158 stores throughout Illinois, Indiana, Kentucky, Michigan, and Ohio. Meijer can also be found on the internet at meijer.com. For further information contact John Zimmerman (616) 791-5267.

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. 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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