



Home Diagnostics, Inc.
Dedicated To Diabetes Management



The Smart Choice™ for Diabetes Monitoring

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Home Diagnostics Partners With Customers To Build Their Diabetes Category *SmartMarketing – The Cornerstone For Retail Success*

June 6, 2003 – Ft. Lauderdale, FL – Home Diagnostics, Inc. (HDI), a leading manufacturer and marketer of diabetes management products, introduces SmartMarketing, a blood glucose monitoring category management program.

Throughout the SmartMarketing process, HDI consults with retail partners to assess their blood glucose monitoring business. HDI's proprietary SmartView software then generates business performance calculations for all brands within their category. The performance calculations are graphed and charted automatically, providing the category manager with broad, objective perspective of their current business situation, and highlighting specific, individualized business-building opportunities.

HDI's SmartView software focuses on two key product areas, which together comprise all blood glucose monitoring systems; meters and test strips. The emphasis within the meter analysis is on that of inventory carrying costs. More specifically, the software enables the retailer to calculate inventory costs as a percent of sales for each brand.

The test strips analysis evaluates the difference in contribution each brand has on the retailer's bottom line. And in order to see how they may potentially optimize their success within the category, the software also enables the retailer to conduct "what if" scenarios by moving market share from one brand to another. Ultimately, analysis findings are translated into action through the development and execution of high-impact SmartMarketing tactics designed to leverage the opportunities uncovered.

"The SmartMarketing Program will have a tremendous impact on the success of our partners' diabetes categories," said Gregg Johnson, VP Consumer Healthcare. "The program provides the highest level of category counsel and partnership with our customers. We encourage anyone attending NACDS Marketplace to visit the HDI booth #4231 and see first-hand the power of our program."

Home Diagnostics' unique co-branding strategy offers their retail partners the opportunity to build their blood glucose monitoring business by leveraging the strength of their own store brand.

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