

PRESS RELEASE

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Home Diagnostics Launches TRUE2go in Colors

World's Smallest Meter in a New Rainbow of Colors Makes Blood Glucose Testing Easy, Affordable and Personalized

FORT LAUDERDALE, Fla.—October 5, 2009—[Home Diagnostics, Inc.](#) (NASDAQ: HDIX), a leading manufacturer and marketer of diabetes testing supplies, today announced that [TRUE2go™](#), the world's smallest [blood glucose meter](#), is now available in a rainbow of new colors. With TRUE2go in Radiant Red, Mystic Purple, Phantom Black and Blue Energy, users now can match their blood glucose meter to their unique personality and style.

TRUE2go in colors delivers the same state-of-the-art technology, affordability, size and convenience that users have come to expect while allowing people with diabetes to personalize their meter with a choice of four colors. The new TRUE2go in colors will be available in most retail locations at the same low price of \$9.99 and use the company's TRUEtest™ strips, which can save people with diabetes an average of \$400* per year on diabetes testing supplies.

“At Home Diagnostics, we are committed to developing affordable, high-quality testing supplies that are designed to fit the diverse needs of people with diabetes and make it easy for them to test accurately and quickly at home or on-the-go,” said Joe Capper, president and CEO of Home Diagnostics. “In the same way that consumers look for ways to customize cell phones and other devices they use every day, our users have requested blood glucose meters that allow them to show their personalities. TRUE2go in colors offers our customers a greater selection of reliable, reasonably-priced meters that also add a new element of self-expression to the routine task of testing their blood glucose levels.”

TRUE2go in colors will be available at retailers throughout the country starting this month.

*Data on file with Home Diagnostics, Inc.

About TRUE2go

About the size of a quarter and small enough to fit in a pocket or purse, TRUE2go attaches to the top of a vial of test strips and offers patients the convenience of on-the-go testing to help them better manage their diabetes. TRUE2go also features no-coding technology and a small sample size that make it more convenient for diabetics to test their blood glucose levels more often, allowing for greater control of their diabetes.

The meter is compatible with Home Diagnostics' TRUEtest™ test strips featuring the company's patent-pending, state-of-the-art GoldSensor™ laser accuracy and TRUEfill™ beveled tip. These advanced features ensure highly accurate test results and first test success by allowing for greater sampling precision and accuracy.

To provide affordable diabetes care products without sacrificing quality, retailers including CVS, Rite Aid and Walgreens partner with Home Diagnostics for store branded diabetes testing supplies. Home Diagnostics products are covered by Medicare, Medicaid and most third-party insurance providers.

About Home Diagnostics, Inc.

Based in Fort Lauderdale, Florida, Home Diagnostics, Inc. (NASDAQ: HDIX) is a leading developer, manufacturer and marketer of diabetes management products. Home Diagnostics, Inc. offers a portfolio of high-quality blood glucose monitoring systems that spans the spectrum of features and benefits to help every person with diabetes better monitor and manage their disease. The Home Diagnostics, Inc. product line includes TRUE2go™, TRUEresult®, TRUEtrack®, TRUEbalance™, Sidekick®, TRUEread® and Prestige IQ® blood glucose monitoring systems. The products are available in more than 45,000 pharmacies throughout the U.S. Home Diagnostics is the exclusive co-brand supplier of blood glucose monitoring systems for leading pharmacies including CVS, Rite Aid and Walgreens, as well as distributors such as AmerisourceBergen, Cardinal Health, McKesson, Invacare and Liberty Medical. Home Diagnostics, Inc. was named one of Forbes magazine's "200 Best Small Companies" in 2008, and in 2009 received several recognitions for the company's TRUE2go blood glucose meter, including a Medical Design Excellence Award (MDEA) and a Gold Award in the Medical/Test Equipment category.

as part of *appliance DESIGN Magazine's 22nd Annual Excellence in Design (EID) Awards Competition*. For more information please visit www.homediagnostics.com.

Forward-Looking Statements

The above statements include forward-looking statements and are subject to risks and uncertainties. Forward-looking statements give the Company's current expectations and projections relating to its financial condition, results of operations, plans, objectives, future performance and business. The statements can be identified by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

All statements other than statements of historical facts included in this release that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements.

These forward-looking statements are largely based on our expectations and beliefs concerning future events, which reflect estimates and assumptions made by the Company's management. These estimates and assumptions reflect the Company's best judgment based on currently known market conditions and other factors relating to the Company's operations and business environment, all of which are difficult to predict and many of which are beyond its control.

Although the Company believes its estimates and assumptions to be reasonable, they are inherently uncertain and involve a number of risks and uncertainties that are beyond the Company's control. In addition, management's assumptions about future events may prove to be inaccurate. Management cautions all readers that the forward-looking statements contained in this release are not guarantees of future performance, and the Company cannot assure any reader that those statements will be realized or the forward-looking events and circumstances will occur. Actual results may differ materially from those anticipated or implied in the forward-looking statements due to the factors listed in the "Risk factors" and "Management's discussion and analysis of financial condition and results of operations" sections contained in its filings with the Securities and Exchange Commission. All forward-looking statements speak only as of the date of this release. The Company does not intend to publicly update or revise any forward-looking statements as a result of new information, future events or otherwise, except as required by law. These cautionary statements qualify all forward-looking statements attributable to the Company or persons acting on its behalf.

TRUE2go, TRUEresult, TRUEbalance, TRUEtrack, Sidekick, TRUEread and Prestige IQ are trademarks of Home Diagnostics, Inc. All other trademarks are property of their respective owners.

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