



Quidel Appoints Donald J. Lovre as Corporate Accounts Manager

October 9, 2002

SAN DIEGO, Oct 9, 2002 (BUSINESS WIRE) -- Quidel Corp. (Nasdaq: QDEL), a leading provider of rapid point-of-care (POC) diagnostic tests, today announced the appointment of Donald J. Lovre to the newly created position of corporate accounts manager.

In this position, Lovre will be responsible for expanding on the success of the company's domestic sales through strengthened relationships with key U.S. distributor partners. He will focus on the continued growth of diagnostic test sales in all product areas, including respiratory diseases, infectious diseases, urinalysis products, reproductive health products, bone health products and autoimmune and complement products. Lovre will report to Jana Quinn, Quidel's director of corporate accounts.

Lovre joins Quidel after 16 years at Beckman Coulter/SmithKline Diagnostics, where he held several key positions, including regional sales manager and national healthcare manager. While at Beckman, he had responsibility for increasing purchases and outsales of disposable diagnostic tests to distributors, and attained the highest disposable diagnostics business with one of their largest distributors. Additionally, he was responsible for marketing diagnostic tests to national managed care organizations, national reference labs, Department of Defense military hospitals and negotiating contracts with group purchasing organizations. He managed, hired and trained sales representatives, maintained the third largest sales volume territory, was responsible for independent distributor purchases, and implemented national marketing programs.

"We are fortunate to have someone of Don's expertise to enhance our diagnostic sales capabilities and further our goal to expand revenues in all products areas," said Vera Leonard, vice president of U.S. sales for Quidel. "He has proven leadership skills and the ability to successfully execute sales growth. We look forward to his taking the Company to the next level in sales and to leading the effort to further expand Quidel's role as the leader in rapid POC diagnostic tests."

Most recently, Lovre was manager, distribution alliances in the Primary Care Diagnostics division of Beckman Coulter. In this position, he was responsible for developing, maintaining and expanding business opportunities among key national customers. He developed sales strategies and forecast sales volumes for national distributors and achieved 105.9% of the sales goal. Lovre earned a Bachelor's degree in Business Administration from the Pennsylvania State University. He resides in the Pittsburgh, Pennsylvania area with his wife, Monica, and their two children.

About Quidel

Quidel Corp., a worldwide company helping women and their families live healthy lives, discovers, develops, manufactures and markets rapid point-of-care diagnostic tests for detection of medical conditions and illnesses. These products provide accurate, rapid and cost-effective diagnostic information for acute and chronic conditions associated with women's health in areas such as reproduction and diseases of the elderly. Quidel also provides point-of-care diagnostics for infectious diseases, including influenza A and B, Strep throat, H. pylori infection, chlamydia, infectious mononucleosis and infectious vaginitis. Quidel's products are sold to healthcare professionals for use in physician offices, clinical laboratories and pharmacies, and to consumers through organizations that provide private label, store brand products. These tests provide diagnostic information that enables rapid treatment and improves health outcomes, lowers costs and increases patient satisfaction. For more information, please visit Quidel's Web site at <http://www.quidel.com>.

This press release contains forward-looking statements within the meaning of the federal securities laws that involve material risk and uncertainties. Many possible events or factors could affect our future financial results and performance, such that our actual results and performance may differ materially. As such, no forward-looking statement can be guaranteed. Differences in operating results may arise as a result of a number of factors including, without limitation, seasonality, adverse changes in the competitive and economic conditions in domestic and international markets, actions of our major distributors, manufacturing and production delays or difficulties, adverse actions or delays in product reviews by the FDA and the lower acceptance of our new products than forecast. Forward-looking statements typically are identified by the use of terms such as "may," "will," "should," "might," "expect," "anticipate," "estimate" and similar words, although some forward-looking statements are expressed differently. The risks described under "Risk Factors" and in other sections of our Form 10-K for year ended December 31, 2001, and in other reports and registration statements that we file with the Securities and Exchange Commission from time to time should be carefully considered. You are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date of this presentation. We undertake no obligation to publicly release the results of any revision of the forward-looking statements.

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