



Quidel Influenza Test Selected for FluSTAR(R) Surveillance Program

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QuickVue(R) Test to Be Exclusive for 2008/09 Influenza Season

SAN DIEGO--(BUSINESS WIRE)--Sept. 22, 2008--Quidel Corporation (NASDAQ:QDEL), a leading provider of rapid point-of-care (POC) diagnostic tests, announced today that the QuickVue brand Influenza A+B test is the rapid flu test selected by Roche for use in over 400 physician offices participating in the FluSTAR surveillance program during the 2008-09 season.

FluSTAR is a comprehensive influenza surveillance network sponsored since 1999 by Roche and developed by SDI to provide healthcare professionals and the public with the most up-to-date information on the spread of flu during the influenza season. Data obtained through influenza reporting is communicated to consumers and healthcare providers via www.FluSTAR.com. Additionally, data is published yearly through abstracts and posters at meetings like ICAAC/IDSA and used by various other groups to share influenza information (Employers' Group Launches FluSTAR System).

"Quidel can extend its reach to physicians who will recognize the benefits of prompt type-specific influenza diagnoses for their own practice as well as enhance information in their own communities and to one of the largest surveillance networks in the country," said Caren Mason, president and CEO of Quidel Corporation. Roche is the manufacturer of Tamiflu(R), the leading antiviral medication that can shorten the duration of the flu if taken within 12 to 48 hours of the onset of symptoms.

The QuickVue brand Influenza tests, which outsell the nearest competitor 3 to 1 in the United States in the physician office lab, offer a quick (10 minutes or less), convenient and accurate method to aid in the diagnosis of influenza infection.

The flu is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness, and at times can lead to death. The flu virus comes around every winter, infecting people of all ages and causing lost days from school and work. In the late fall and winter, flu outbreaks can begin suddenly, and can spread quickly through local communities. In the U.S. alone, seasonal influenza accounts for approximately 200,000 hospitalizations and 36,000 deaths annually.

About Quidel Corporation

Quidel Corporation serves to enhance the health and well being of people around the globe through the discovery, development, manufacturing and marketing of rapid diagnostic solutions at the point of care (POC) in infectious diseases and reproductive health. Marketed under the leading brand name of QuickVue(R), Quidel's portfolio of products currently includes tests that aid in the diagnosis of several disease or condition states, including influenza, respiratory syncytial virus, Fecal Occult Blood, Strep A, pregnancy, bacterial vaginosis, H. pylori and Chlamydia. Quidel's products are sold to healthcare professionals with a focus on the physician office lab and acute care markets through leading medical distribution partners on a worldwide basis. Quidel's Specialty Products Group (SPG) develops research products in the fields of oncology and bone health with potential future point-of-care applications. By building value in rapid diagnostic tests, Quidel provides leadership to the industry and among healthcare professionals allowing for the movement of patient testing out of the central laboratory setting and into the physician office, urgent care and other outpatient settings where rapid testing and treatment has an impact on clinical outcomes and provides an economic benefit. For more information, visit www.flutest.com, www.quidel.com, or www.colorectal-test.com.

About SDI

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information visit www.sdihealth.com or call 610.834.0800.

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This press release contains forward-looking statements within the meaning of the federal securities laws that involve material risks, assumptions 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 actual results and performance may arise as a result of a number of factors including, without limitation, seasonality, the timing of onset, length and severity of cold and flu seasons, uncertainty surrounding the detection of novel influenza viruses involving human specimens, adverse changes in the competitive and economic conditions in domestic and international markets, actions of our major distributors and the level of success in our recent distributor incentive programs, technological changes and uncertainty with research and technology development, including any future molecular-based technology, the reimbursement system currently in place and future changes to that system, manufacturing and production delays or difficulties, adverse actions or delays in product reviews by the U.S. Food and Drug Administration (the "FDA"), intellectual property, product liability, environmental or other litigation, required patent license fee payments not currently reflected in our costs, potential inadequacy of booked reserves and possible impairment of goodwill, and lower-than-anticipated sales or market penetration of our new products. 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" in reports and registration statements that we file with the SEC 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 press release. We undertake no obligation to publicly release the results of any revision or update of the forward-looking statements.

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