



## Quidel Launches Flu Test Educational Programs for the Clinical Community

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SAN DIEGO--(BUSINESS WIRE)--Aug. 10, 2009-- Quidel Corporation (NASDAQ:QDEL), a leader in point-of-care (POC) rapid diagnostic tests, today announced recent initiatives to educate and inform the healthcare community regarding methodologies and procedures for use of the Company's QuickVue® Influenza A+B POC Test in advance of the coming flu season. QuickVue® is the #1 selling brand for rapid influenza tests in the professional market in the United States.

In a webinar hosted by John Tamerius, Ph.D., Quidel's Senior Vice President, Clinical and Regulatory Affairs, the Company detailed methods for achieving optimal results with the QuickVue® Influenza A+B Test. Quidel studies have shown the Company's influenza test, when used according to established procedures, has demonstrated 94% clinical sensitivity and 90% specificity compared with culture in detecting seasonal influenza type A with a nasal swab. An archive of Quidel's August 6, 2009 webinar can be accessed at <http://www.quidel.com/webinars/>.

Douglas Bryant, the Company's President and Chief Executive Officer, stated, "In recent external studies, researchers have generated results with our test using influenza specimens that were not tested immediately but instead were shipped and stored in a manner that might not result in optimal performance. With our webinar, we reinforced the appropriate use of the Company's test and encouraged clinicians and other practitioners to follow the instructions provided in the diagnostic package insert."

Mr. Bryant continued, "Quidel's QuickVue® Influenza A+B test offers clinicians and other practitioners many advantages. In one visit, with just one nasal swab, Quidel's test can provide a result in 10 minutes or less, potentially speeding the selection and initiation of the appropriate treatment modality. In this way, we believe our QuickVue® test for influenza can provide the medical community with greater flexibility in managing influenza, including helping to control the spread of the disease." For more information on Quidel's QuickVue® Influenza A+B Test, please visit [http://www.quidel.com/products/rapid\\_diagnostics.php](http://www.quidel.com/products/rapid_diagnostics.php).

### About Quidel

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®, 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, 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 have an impact on clinical outcomes and provide an economic benefit. For more information, visit [www.quidel.com](http://www.quidel.com), [www.colorectal-test.com](http://www.colorectal-test.com), [www.rsvtesting.com](http://www.rsvtesting.com) or [www.flutest.com](http://www.flutest.com).

*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 from those that may be described or implied in the forward-looking statements. 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, the level of success in executing our strategic initiatives, 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, 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, intellectual property, product liability, environmental or other litigation, potential 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, except as required by law.*

Source: Quidel Corporation

Quidel Corporation

John M. Radak, Chief Financial Officer, 858-646-8032 (Investors)

Debra Demarest, 858-552-1100 ext. 1208 (Public Relations)

or

Porter Novelli Life Sciences

Pam Lord, 619-849-6003 (Investors)

[plord@pnlifesciences.com](mailto:plord@pnlifesciences.com)

or

Burns McClellan

Justin Jackson, 212-213-0006 (Media)

[jjackson@burnsmc.com](mailto:jjackson@burnsmc.com)

