



Quidel to Present at Canaccord Genuity 30th Annual Growth Conference

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SAN DIEGO, Aug 04, 2010 (BUSINESS WIRE) -- **Quidel Corporation (NASDAQ:QDEL)**, a leading provider of rapid diagnostic testing solutions, today announced that it will present at the Canaccord Genuity 30th Annual Growth Conference to be held at the InterContinental Boston hotel in Boston, Massachusetts on Thursday, August 12, 2010.

Douglas Bryant, president and chief executive officer, and John M. Radak, chief financial officer, will present that day at 8:30 a.m. Eastern time (5:30 a.m. Pacific time).

A live webcast and audio archive of the presentation will be available via the Investor Relations section of the company's Web site at <http://www.quidel.com>. Participants should allow approximately five to ten minutes prior to the presentation's start time to visit the site and download any streaming media software needed to listen to the Internet webcast. A replay of the webcast will also be available on the company's Web site for 14 days.

About Quidel Corporation

Quidel Corporation serves to enhance the health and well being of people around the globe through the development of rapid diagnostic solutions that can lead to improved patient outcomes and provide economic benefits to the healthcare system. Marketed under the leading brand names QuickVue®, D³® Direct Detection and Thyretain^(TM), Quidel's products aid in the detection and diagnosis of many critical diseases and conditions, including [influenza](#), [respiratory syncytial virus](#), Strep A, herpes, pregnancy, [thyroid disease](#) and [fecal occult blood](#). Quidel's research and development engine is also developing a continuum of diagnostic solutions from advanced lateral-flow and direct fluorescent antibody to molecular diagnostic tests to further improve the quality of healthcare in physicians' offices and hospital and reference laboratories. For more information about Quidel's comprehensive product portfolio, visit <http://www.quidel.com> and Diagnostic Hybrids at <http://www.dhiusa.com>.

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