



FOR IMMEDIATE RELEASE

Free & Clear Rebrands to Alere Wellbeing

New Brand Sets Stage for Global Expansion, Product Innovation

SEATTLE, Wash. April 27, 2011 - Free & Clear, a national leader in behavior change services for health improvement, announced today that it will change its name to Alere Wellbeing. Free & Clear was acquired by Alere in September 2009. By developing new capabilities in near-patient diagnosis, monitoring and health management, Alere enables individuals to take charge of improving their health and quality of life at home, under medical supervision.

"After a successful year as an independent subsidiary of Alere, we are excited to fully embrace our new identity and reintroduce ourselves to the market as Alere Wellbeing," said Tim Kilgallon, President of Alere Wellbeing. "Although our name is changing, our clients should rest assured that our program quality, customer service, clinical outcomes, and the people that made Free & Clear the market leader in behavior change will remain the same."

Alere Wellbeing will continue to operate its industry-leading, integrated phone- and web-based behavior change programs from its Seattle headquarters. The Quit For Life® Program, offered in collaboration with the American Cancer Society®, is the nation's leading evidence-based tobacco cessation program. The Mind & Body® Program is a comprehensive weight loss program that teaches essential skills for improving nutrition, increasing physical activity, and reducing stress. Alere Wellbeing's current clients include 27 state governments and more than 600 health plans and employers, 63 of which are in the Fortune 500.

In addition to its existing programs, Alere Wellbeing will be extending its behavior change platform to other Alere health management programs, developing new, innovative methods for delivering behavior change services and expanding those services to international markets and new customer segments within the US.



About Alere Wellbeing

Alere Wellbeing's mission is to provide products and services that identify and measurably improve sub-optimal health conditions and behaviors that lead to chronic disease and premature death. Alere Wellbeing's evidence-based Quit For Life® and Mind & Body® programs address modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity, and stress. Current clients include 27 state governments and more than 600 health plans and employers, 63 of which are in the Fortune 500. Alere Wellbeing is known and respected for its intense focus on scalable service quality, dedicated account management, continuous program improvement, and transparent reporting of measurable outcomes. Alere Wellbeing has contributed to more than 100 published research studies and maintains a collaborative partnership with the American Cancer Society® and an active research program funded by the Centers for Disease Control, American Legacy Foundation, and the National Institutes of Health. More information about Alere Wellbeing can be found at www.alerewellbeing.com.

About Alere

By developing new capabilities in near-patient diagnosis, monitoring and health management, Alere enables individuals to take charge of improving their health and quality of life at home. Alere's global leading products and services, as well as its new product development efforts, focus on cardiology, women's health, infectious disease, oncology and toxicology. Alere is headquartered in Waltham, Massachusetts. For more information regarding Alere please visit www.alere.com.

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