



## **OraSure Technologies Appoints Alan "Kip" Whitefield New Vice President, Insurance Sales**

October 6, 2000

### **Whitefield to Lead Company's Sales and Marketing Efforts to Insurance Industry**

BEAVERTON, Ore.--(BW HealthWire)--Oct. 6, 2000--OraSure Technologies, Inc. (Nasdaq:OSUR - news) today announced that Alan "Kip" Whitefield has been appointed Vice President, Insurance Sales, effective October 16, 2000.

Whitefield brings 35 years of experience in the insurance-related services industry to his new position at OraSure. He will be responsible for sales and marketing of OraSure products to the domestic and international insurance markets, reporting to William D. Block, Senior Vice President of Sales and Marketing.

OraSure Technologies CEO Robert D. Thompson said, "We are delighted to have Kip on board at OraSure Technologies. Kip's years of experience and many strong relationships in the insurance underwriter community will serve us well as we expand the role of oral fluid testing in the underwriting process. We plan to expand our test menu and broaden our customer base, and Kip will be a critical part of that effort."

OraSure currently sells oral fluid diagnostic products to over 170 life insurance companies in the U.S. market. The company's sales to this industry have grown at a rate of more than 20% per year for the past two years. One of Whitefield's primary responsibilities will be to expand OraSure's presence in international insurance markets.

Whitefield comes to OraSure from Calypste Biomedical Corporation, a healthcare company that develops diagnostic products and services. His experience includes selling alternative testing methods to the life insurance industry as well as participation in various industry groups focused on insurance underwriting. Whitefield will play a lead role in the introduction of new testing products, including tests for Hepatitis C and diabetes. He will also be responsible for OraSure device sales to insurance companies and test sales to insurance testing laboratories.

### **About OraSure**

OraSure Technologies, Inc. develops, manufactures and markets medical devices and diagnostic products for use by public and private-sector clients, clinical laboratories, physicians' offices and workplace testing. OraSure Technologies is the leading supplier of oral fluid collection devices and assays to the life insurance industry and public health markets for the detection of antibodies to HIV. In addition, the company supplies oral fluid testing solutions for drugs-of-abuse testing. For more information on the company please go to [www.orasure.com](http://www.orasure.com).

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