



OraSure Appoints New Executive Vice President, Marketing and Sales

September 12, 2002

BETHLEHEM, Pa., Sep 12, 2002 (BUSINESS WIRE) -- OraSure Technologies, Inc. (Nasdaq:OSUR), the market leader in oral fluid diagnostics, today announced the hiring of Joseph E. Zack as Executive Vice President, Marketing and Sales.

Mr. Zack joins OraSure Technologies with extensive marketing and sales experience in the medical product and pharmaceutical industries.

Since 1998, Mr. Zack served as Vice President, Marketing and Sales for OraPharma, Inc., a specialty public pharmaceutical company focused on oral healthcare, where he led the launch of the company's first product by building the marketing and sales organization and overseeing the development and implementation of all advertising and sales promotion, medical education, health economics and reimbursement, and public relations activities.

Prior to joining OraPharma, Mr. Zack held executive level marketing and sales positions with Advanced Tissue Sciences, Inc. and CIBA-GEIGY Pharmaceutical Division.

Mr. Zack received his B.A. in Biology from Colgate University, and his M.B.A. from St. John's University, Jamaica (Queens), NY.

"We are excited to have Joe join OraSure Technologies," stated Mike Gausling, President and Chief Executive Officer. "He brings a tremendous amount of experience in strategic marketing and sales management and will be an important addition to our management team. We look forward to his leadership as the Company shifts to a market driven technology company, with our rich pipeline of new products and technologies."

About OraSure Technologies

OraSure Technologies, Inc. is the market leader in oral fluid diagnostics. The Company develops, manufactures and markets medical devices and diagnostic products for use by insurance companies, public health agencies, clinical laboratories, physicians' offices, and workplace sites. For more information on the Company and its products, please visit www.orasure.com.

www.orasure.com

CONTACT:

OraSure Technologies, Inc.
Ronald H. Spair, 610/882-1820
investorinfo@orasure.com

Today's News On The Net - Business Wire's full file
on the Internet with Hyperlinks to your home page.

Copyright (C) 2002 Business Wire.
All rights reserved.