



OraSure Technologies Expands Distribution of Over-the-Counter Cryosurgical Wart Removal Product in Latin America

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Genomma Lab to Distribute Product under the POINTTS Tradename

BETHLEHEM, Pa., Mar 04, 2008 (BUSINESS WIRE) -- OraSure Technologies, Inc. (NASDAQ:OSUR) announced today the execution of new agreements to expand distribution of OraSure's cryosurgical wart removal product by Genomma Lab in the over-the-counter ("OTC") or consumer retail market in Central and South America. In addition, the parties renewed and extended their prior distribution arrangement for Mexico and signed a new agreement to distribute the product in South Africa.

Under the agreements, the product will be manufactured by OraSure and sold under the POINTTS tradename by the Genomma Lab affiliates of Producciones Infovision, S.A. de C.V. to pharmacies and retailers in Mexico, Brazil, Argentina, a number of other Central and South American countries, and South Africa.

"We are pleased to expand our collaboration with Genomma Lab to make our cryosurgical wart removal product widely available to the consumer markets in Latin America," said Douglas A. Michels, President and CEO of OraSure Technologies. "Our initial launch in Mexico was extremely successful and set the stage for a broader relationship. We believe Central and South America represent an important opportunity to expand our OTC cryosurgical business significantly in the international marketplace."

"There is a large market demand for an over-the-counter cryosurgical wart removal product in Central and South America, and we are thrilled to be able to incorporate the POINTTS product into our extensive line of personal care products to help meet this need," said Rodrigo Herrera Aspra, Genomma Lab President. "We look forward to a successful collaboration with OraSure Technologies."

The POINTTS wart removal product consists of a small aerosol canister containing a refrigerant, and a package of 12 foam buds attached to hollow tube applicators. In order to treat a common or plantar wart, the foam bud applicator is inserted into the nozzle of the canister, refrigerant is dispensed in order to freeze the foam bud and the bud is then applied to the affected area.

About OraSure Technologies

In addition to cryosurgical products which are sold in both the professional and consumer markets, OraSure Technologies develops, manufactures and markets oral fluid specimen collection devices using proprietary oral fluid technologies, diagnostic products including immunoassays and other in vitro diagnostic tests. These products are sold in the United States as well as internationally to various clinical laboratories, hospitals, clinics, community-based organizations and other public health organizations, distributors, government agencies, physicians' offices, and commercial and industrial entities.

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.

About Producciones Infovision

Producciones Infovision is a leading industrial group in Mexico with interests in manufacturing, distribution, retail and television production.

Genomma Lab is a wholly-owned subsidiary of Producciones Infovision that develops, makes and commercializes pharmaceutical, and cosmetic products.

For more information on Producciones Infovision and Genomma Lab, please go to www.genommalab.com.

Important Information

This press release contains certain forward-looking statements, including with respect to product sales, launches and markets. Actual results could be significantly different. Factors that could affect results include the ability to market and sell products; changes in relationships, including disputes or disagreements, with strategic partners and reliance on strategic partners for the performance of critical activities under collaborative arrangements; failure of distributors or other customers to meet purchase forecasts or minimum purchase requirements for the Company's products; impact of competitors, competing products and technology changes; ability to develop, commercialize and market new products; market acceptance of oral fluid testing or other products; changes in market acceptance of products based on product performance; continued bulk purchases by customers, including governmental agencies, and the ability to fully deploy those purchases in a timely manner; ability to fund research and development and other products and operations; ability to obtain and maintain new or existing product distribution channels; reliance on sole supply sources for critical product components; availability of related products produced by third parties or products required for use of our products; ability to obtain, and timing and cost of obtaining, necessary regulatory approvals for new products or new indications or applications for existing products; ability to comply with applicable regulatory requirements; history of losses and ability to achieve sustained profitability; volatility of our stock price; uncertainty relating to patent protection; uncertainty and costs of litigation relating to patents and other intellectual property; availability of licenses to patents or other technology; ability to enter into international manufacturing agreements; obstacles to international marketing and manufacturing of products; ability to sell products internationally; loss or impairment of sources of capital; ability to meet financial covenants in agreements with financial institutions; ability to retain qualified personnel; exposure to patent infringement, product liability and other types of litigation; changes in international, federal or state laws and regulations; customer consolidations and inventory practices; equipment failures and ability to obtain needed raw materials and components;

the impact of terrorist attacks and civil unrest; ability to complete consolidation or restructuring activities; ability to identify, complete and realize the full benefits of potential acquisitions; and general political, business and economic conditions. These and other factors are discussed more fully in the Securities and Exchange Commission ("SEC") filings of OraSure Technologies, including its registration statements, its Annual Report on Form 10-K for the year ended December 31, 2006, its Quarterly Reports on Form 10-Q, and its other filings with the SEC. Although forward-looking statements help to provide complete information about future prospects, readers should keep in mind that forward-looking statements may not be reliable. OraSure Technologies undertakes no duty to update any forward-looking statements after they are made.

SOURCE: OraSure Technologies, Inc.

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