



## **OraSure Technologies Joins With Actress/Model Dayana Mendoza and the Latino Commission on AIDS to Promote the OraQuick(R) In-Home HIV Test for National Latino AIDS Awareness Day**

October 15, 2012

### **OraQuick® In-Home HIV Test Now Available in Retail Stores Nationwide**

#### **Press Conference at New York City Hall Monday, October 15 @ 10:00 AM**

BETHLEHEM, Pa., Oct. 15, 2012 (GLOBE NEWSWIRE) -- OraSure Technologies, Inc. (Nasdaq:OSUR) today announced that it will join with actress/model and former Miss Universe Dayana Mendoza and the Latino Commission on AIDS to promote the OraQuick® In-Home HIV test and the importance of knowing your HIV status for National Latino AIDS Awareness Day, taking place on October 15, 2012.

National Latino AIDS Awareness Day (NLAAD) is a national community mobilization campaign that was established in 2003 by the Latino Commission on AIDS in response to the devastating impact of HIV and AIDS on Hispanic/Latino communities nationwide. NLAAD unites the diverse Hispanic/Latino community in an effort to raise HIV awareness and promote HIV testing, prevention and education.

OraSure recently announced the launch of its [OraQuick® In-Home HIV Test](#), the first rapid infectious disease test ever to be made available directly to consumers for in-home use. As part of the launch, the Company is addressing a major public health need by collaborating with Ms. Mendoza, as well as other celebrities, in an ongoing educational campaign on the importance of knowing your HIV status.

"HIV/AIDS is a significant health threat to Hispanic/Latino communities in the United States," said Ms. Mendoza. "Knowing your status is the best thing, no matter who you are. The good news is that there's now a new way to learn your status and help prevent the spread of HIV. The FDA recently approved OraQuick, the first in-home oral rapid HIV test. OraQuick allows you to test for HIV in the comfort and privacy of your home, with results in just 20 minutes."

"The new OraQuick® In-Home HIV Test is a critical new tool in addressing the impact of HIV/AIDS in our communities," said Guillermo Chacón, President of the Latino Commission on AIDS. "This test will help to reduce stigma and fill an unmet need by providing an additional testing option for individuals who otherwise might not get tested."

"We are honored to be working with Ms. Dayana Mendoza, the Latino Commission on AIDS, and so many dedicated state and local organizations to raise awareness of the importance of HIV testing on National Latino AIDS Awareness Day," said Douglas A. Michels, President and Chief Executive Officer of OraSure Technologies. "Now for the first time ever, individuals have access to the OraQuick In-Home HIV test – the same test healthcare professionals have used and trusted for years – that will empower them to learn their HIV status in the comfort and privacy of their own homes."

Despite testing options that have been available for years, the Centers for Disease Control and Prevention (CDC) estimate that approximately 1.2 million people in the U.S. have HIV and approximately 240,000 of them are unaware of their status. Those who do not know they are HIV positive are disproportionately responsible for a majority of the 50,000 new HIV infections that occur each year. The CDC recommends routine HIV screening for all people ages 13 to 64, with more frequent testing for people at higher risk.

The OraQuick® In-Home HIV Test detects antibodies to both HIV-1 and HIV-2 with an oral swab, providing a confidential in-home testing option with results in as little as 20 minutes. The in-home test is an over-the-counter version of OraQuick ADVANCE®, an oral swab rapid test with more than 25 million units sold in the professional market, including doctors, hospitals, clinics and other trained professionals. The OraQuick In-Home HIV Test is now available in retail stores nationwide, through select retailers online and at [OraQuick.com](#).

#### *NLAAD Press Conference Information:*

In recognition of National Latino AIDS Awareness Day, The Latino Commission on AIDS will hold a press conference on Monday, October 15<sup>th</sup> at 10:00 AM on the steps of New York City Hall.

#### *About OraSure Technologies*

OraSure Technologies is a leader in the development, manufacture and distribution of oral fluid diagnostic and collection devices and other technologies designed to detect or diagnose critical medical conditions. Its innovative products include rapid tests for the detection of antibodies to HIV and HCV at the point of care and testing solutions for detecting various drugs of abuse. In July 2012, the Company received approval from the U.S. Food and Drug Administration for the Company's OraQuick® In-Home HIV Test for sale directly to consumers in the over-the-counter (OTC) market – making it the first and only rapid OTC HIV test approved in the U.S. In addition, the Company is a leading provider of oral fluid sample collection, stabilization and preparation products for molecular diagnostic applications. OraSure's portfolio of products is sold globally to various clinical laboratories, hospitals, clinics, community-based organizations and other public health organizations, research and academic institutions, distributors, government agencies, physicians' offices, and commercial and industrial entities. The Company's products enable healthcare providers to deliver critical information to patients, empowering them to make decisions to improve and protect their health.

For more information on OraSure Technologies, please visit [www.orasure.com](#).

The OraSure Technologies, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6440>

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