



OraQuick(R) Launches "Make Knowing Your Thing Today" Campaign to Promote the Importance of Knowing Your HIV Status

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Earvin "Magic" Johnson Helps Kick Off Awareness Campaign, Encouraging and Inspiring Others to Share their Story About their Decision to Test for HIV

LOS ANGELES, March 25, 2013 /PRNewswire/ -- OraSure Technologies, Inc. (NASDAQ:OSUR), maker of the OraQuick® In-Home HIV Test, announced today the launch of a nationwide awareness campaign to encourage everyone to learn their HIV status. The campaign, "Make Knowing Your Thing Today" asks people across the country to share their story about their decision to test for HIV.

(Photo: <http://photos.prnewswire.com/prnh/20130325/PH82934-a>)

(Photo: <http://photos.prnewswire.com/prnh/20130325/PH82934-b>)

Earvin "Magic" Johnson has teamed with OraSure to kick off this campaign today, sharing his story of knowing, and encouraging others to do the same.

The OraQuick® In-Home HIV Test is the first ever in-home rapid infectious disease test made available directly to consumers. Launched in October 2012, the 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. It is available in most national drugstore and mass merchandiser retail outlets nationwide and online at OraQuick.com.

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