

Meridian Bioscience Receives FDA Clearance for New illumigene(TM) Molecular Platform

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CINCINNATI, Jul 13, 2010 (BUSINESS WIRE) --

Meridian Bioscience, Inc., Cincinnati, Ohio (NASDAQ:VIVO) today announced that it has received clearance from the U.S. Food and Drug Administration (FDA) for its new molecular amplification assay, *illumigene*(TM) *C.difficile*. *Clostridium difficile* is a bacterium that can cause diarrhea and, in severe cases, a life-threatening inflammation of the colon. The *illumigene* molecular amplification assay detects the presence of the toxin producing region from the *C. difficile* DNA, and provides highly accurate results in under an hour. Meridian, a leading manufacturer of rapid immunoassay *C. difficile* tests, expands its existing portfolio with this new, simpler molecular assay. As a result, the Company will be uniquely positioned in the market to provide a full line of testing solutions that will meet the needs of its domestic and international customers.

The new *illumigene**C. difficile* molecular diagnostic system provides high levels of sensitivity for diagnosing this serious, infectious disease. Its simple workflow requires minimal hands-on time per sample. The product has been recently launched successfully in Europe.

Jack Kraeutler, Chief Executive Officer, commented, "Some years ago, Meridian recognized that our infectious disease lab customers may require molecular amplification capabilities in specific instances. Our goal has been to deliver the power of molecular amplification in a platform that is simple, highly cost effective, and accessible for any of our lab customers. With the introduction of *illumigene C. difficile*, we have achieved the first step towards that goal. We look forward to the success of *illumigene C. difficile*, and we will be expanding the test menu for this exciting new platform."

Forward Looking Statements

The Private Securities Litigation Reform Act of 1995 provides a safe harbor from civil litigation for forward-looking statements accompanied by meaningful cautionary statements. Except for historical information, this report contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, which may be identified by words such as "estimates", "anticipates", "projects", "plans", "seeks", "may", "will", "expects", "intends", "believes", "should" and similar expressions or the negative versions thereof and which also may be identified by their context. Such statements, whether expressed or implied, are based upon current expectations of the Company and speak only as of the date made. The Company assumes no obligation to publicly update or revise any forward-looking statements even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized. These statements are subject to various risks, uncertainties and other factors that could cause actual results to differ materially, including, without limitation, the following: Meridian's continued growth depends, in part, on its ability to introduce into the marketplace enhancements of existing products or new products that incorporate technological advances, meet customer requirements and respond to products developed by Meridian's competition. While Meridian has introduced a number of internally developed products, there can be no assurance that it will be successful in the future in introducing such products on a timely basis. Ongoing consolidations of reference laboratories and formation of multi-hospital alliances may cause adverse changes to pricing and distribution. Recessional pressures on the economy and the markets in which our customers operate, as well as adverse trends in buying patterns from customers can change expected results. Costs and difficulties in complying with laws and regulations administered by the United States Food and Drug Administration can result in unanticipated expenses and delays and interruptions to the sale of new and existing products. Changes in the relative strength or weakness of the U.S. dollar can also change expected results. One of Meridian's main growth strategies is the acquisition of companies and product lines. There can be no assurance that additional acquisitions will be consummated or that, if consummated, will be successful and the acquired businesses successfully integrated into Meridian's operations. The Company cannot predict the possible effects of potential healthcare reform in the United States and similar initiatives in other countries on its results of operations. In addition to the factors described in this paragraph, Part I, Item 1A Risk Factors of our Form 10-K contains a list and description of uncertainties, risks and other matters that may affect the Company.

Meridian is a fully integrated life science company that manufactures, markets and distributes a broad range of innovative diagnostic test kits, purified reagents and related products and offers biopharmaceutical enabling technologies. Utilizing a variety of methods, these products and diagnostic tests provide accuracy, simplicity and speed in the early diagnosis and treatment of common medical conditions, such as gastrointestinal, viral and respiratory infections. Meridian's diagnostic products are used

outside of the human body and require little or no special equipment. The Company's products are designed to enhance patient well-being while reducing the total outcome costs of healthcare. Meridian has strong market positions in the areas of gastrointestinal and upper respiratory infections, serology, parasitology and fungal disease diagnosis. In addition, Meridian is a supplier of rare reagents, specialty biologicals and related technologies used by biopharmaceutical companies engaged in research for new drugs and vaccines. The Company markets its products and technologies to hospitals, reference laboratories, research centers, veterinary testing centers, physician offices, diagnostics manufacturers and biotech companies in more than 60 countries around the world. The Company's shares are traded through NASDAQ's Global Select Market, symbol VIVO. Meridian's website address is <http://www.meridianbioscience.com/>.

SOURCE: Meridian Bioscience, Inc.

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