

Indianapolis, February 26, 2010

Roche Diagnostics introduces lower GPO prices, new tiered pricing structure for ACCU-CHEK Safe-T-Pro and Safe-T-Pro Plus lancets

GPO customers that sign new or extended contract, commit to buy just one case per year qualify for discounts

INDIANAPOLIS—Roche Diagnostics has introduced a new tiered pricing structure for ACCU-CHEK® Safe-T-Pro and Safe-T-Pro Plus lancets that offers reduced prices to GPO customers if they sign a new or extended contract and commit to purchasing at least one case of lancets each year.

Customers that sign a new five-year Encompass agreement or extend their current contract to five years will immediately qualify for the lower prices with an annual purchasing commitment of a single case (six boxes) or more. Facilities that commit to purchasing annual volumes of more than 1000, 2500 or 5000 boxes per year will qualify for additional tiered discounts. Reduced prices are also available to customers who sign a new or extended Encompass agreement for three or four years, but the discount is less.

“In the current economic climate, healthcare facilities are looking for ways to reduce costs without sacrificing quality,” said Mary Catherine Coyle, MS, MT (ASCP), director of point of care hospital marketing at Roche. “This new pricing structure will help hospitals lower their costs without compromising their level of patient care.”

Designed with special internal safety tabs to prevent reuse, the ACCU-CHEK Safe-T-Pro lancet device meets stringent OSHA requirements mandating “safety-engineered” needle devices to reduce health risks from bloodborne pathogens. The easy-to-use, single-use lancet

permanently retracts into its protective case after use to prevent accidental fingersticks. The ACCU-CHEK Safe-T-Pro Plus lancet device also offers three depth settings – 1.3, 1.8, and 2.3mm – for varying patient conditions, such as tender skin or calloused fingers.

Customers who want to know more about the new pricing structure should contact their Roche sales representative or call the ACCU-CHEK Customer Care Service Center at 1-800-440-3638.

About Roche

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalized healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2009, Roche had over 80,000 employees worldwide and invested almost 10 billion Swiss francs in R&D. The Group posted sales of 49.1 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan. For more information: www.roche.com or www.roche-diagnostics.us.

All trademarks used or mentioned in this release are protected by law.

For further information, please contact:

Betsy Cox
Director, Corporate Communications
Roche Diagnostics Corporation
Indianapolis, IN
(317) 521-7252
betsy.cox@roche.com