



Date: 28 June 2011
To: Cholestech Distributors
From: Alere Marketing

Important Packaging Notice

Cholestech LDX[®] Product Line Packaging Rebranding to Alere

Dear Valued Distribution Partners,

Cholestech LDX[®] product lines are in the process of rebranding from Cholestech to Alere. This change reflects our commitment to simplifying and uniting our various brands under the new Alere name. This is strictly a graphic change; there are no changes to the product's functionality or test procedures. Our customers will continue receiving the same high quality results they have always had, but now with a fresh new look.

We Asked Our Customers

We spoke with our Cholestech LDX[®] System users to gather feedback on the packaging changes. We used their feedback to make improvements and ensure a smooth transition to the Alere brand.

Timeline

Rebranded products will begin shipping in July 2011. Each rebranded product will begin shipping after all existing product stock is exhausted, so you may start receiving rebranded product later than July. The rebranding will be reflected in both the meter and reagent packaging.

Product Compatibility

During the transition period, your customers may receive a combination of previous and new designs. Because this is only a graphic change to the packaging, they may use the products interchangeably. For example, the new Alere-branded test devices and cassettes will work with previous meters and analyzers.

Kit Stuffer

Alere anticipates that some customers may have questions, so a Kit Stuffer will be included in all rebranded meter/analyzer and reagent boxes informing customers of the new look.

Your Next Steps

Notify any individuals in your organization that routinely handle Cholestech LDX[®] products of these changes by providing this notice to them.

The following pages summarize the rebranding changes in greater detail.

Cholestech LDX[®] Packaging Design Changes

Analyzer and Shipper Box

The Cholestech LDX[®] Logo has been updated with an Alere logo. The product is now called the "Alere Cholestech LDX[®] Analyzer".

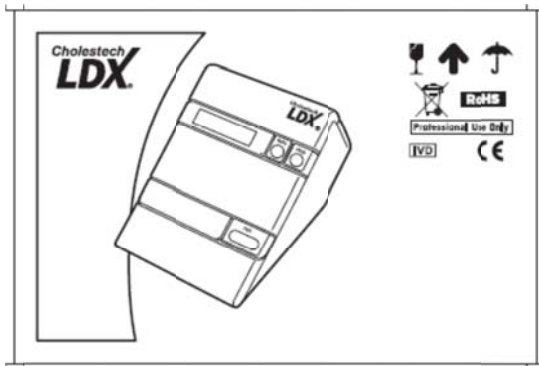
Previous



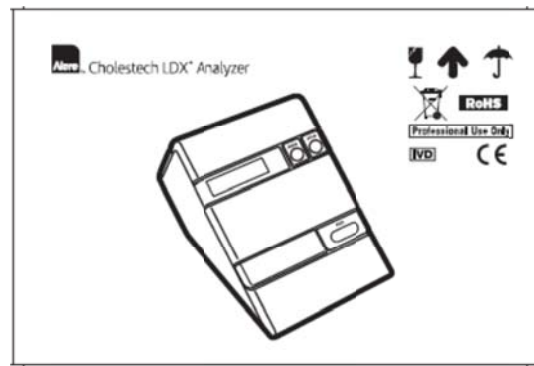
New



Previous Shipper Box



New Shipper Box



Printer

The printer has a new low profile design and has been updated with an Alere logo. Both printers use the same paper roll and can be used with both the previous and new Analyzers.

Previous



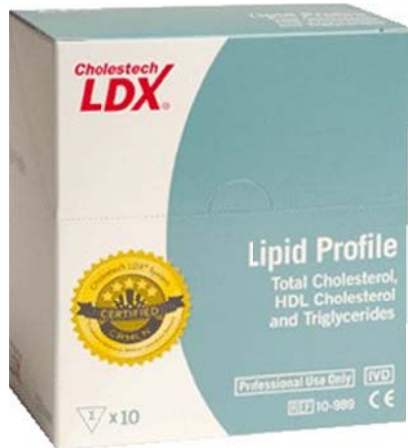
New



Cassette Boxes and Foils

The test cassettes themselves are unchanged, but the boxes and foils have been updated. All the instructional symbols for expiration, storage, contents, etc have been grouped together on a side panel for easier viewing.

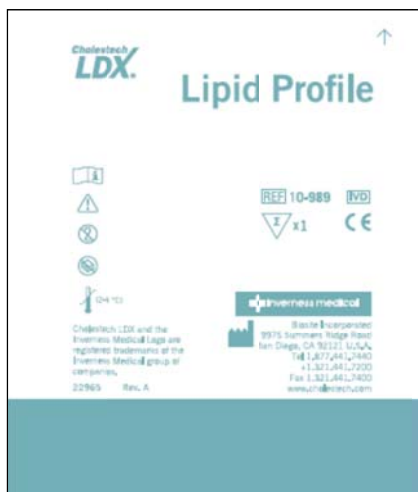
Previous Box



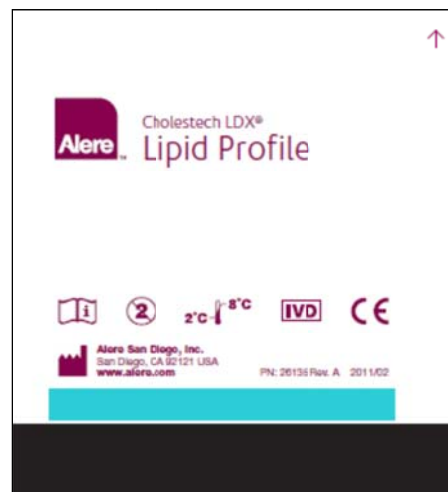
New Box



Previous Foil



New Foil



Discontinued Cholestech LDX® Products

The following products are being discontinued:

Discontinued	Order#	Order this instead:	Order#
Lipid Control, Level 1 and 2, Set of 1	10-982	Multianalyte Control, Level 1 and 2, Set of 2	88769
Lipid Control, Level 1 and 2, Set of 3	10-983		
Multi-Analyte Control, Level 1 and 2, Set of 1	12-712		
Multi-Analyte Control, Level 1 and 2, Set of 3	12-713		
Calibration Verification Material	11-255	Calibration Verification Material	88770
Training Video, CD-ROM	13-321	No replacement	
Procedure Manual, CD-ROM	12-517		
CD-ROM MAC Controls Multi Language Package Inserts	13-125	CD-ROM Multi Language	13-005