

**Wii *FIT*TM GIVEAWAY
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. ELIGIBILITY

The Wii *Fit*TM Giveaway (“Giveaway”) is open only to current legal residents of the 50 United States and the District of Columbia who are at least 18 years old or older as of the date of entry. Void where prohibited by law. Employees of Alere LLC (“Sponsor”), its dealers, prize sponsors, and their respective parents, affiliated and subsidiary companies, and advertising and promotional agencies, and of prize sponsors, as well as the immediate family (spouse, mother, father, sister, brother, daughter, or son, regardless of where they live) of such employees or members of their households (whether related or not) are not eligible. By entering, you agree to these Official Rules and the decisions of Sponsor, which are final and binding in all respects.

2. PROMOTIONAL PERIOD

Promotional period begins on July 1, 2009 and ends on September 30, 2009 (“Promotional Period”).

3. ENTRY

No purchase necessary to enter or win. A purchase will not improve your chances of winning. During the Promotional Period, entrants may enter the Giveaway by completing an Official Entry Form available in the Alere Patient Kit and mailing such form by Business Reply Mail at any U.S. Post Office pick-up location. On the form, entrants will be asked to print their telephone number and/or e-mail address, as well as to answer several questions regarding their pregnancy and the Patient Kit.

LIMIT ONE ENTRY PER PERSON. Multiple entries will be disqualified.

No responsibility is assumed by Sponsor for lost, late, misdirected, illegible, mutilated, or postage-due entries or for any human, computer, on-line, telephone, or technical malfunctions that may occur, or for any printing or typographical errors in any materials associated with the Giveaway. All entries become the property of Sponsor and will not be returned to entrant.

4. DRAWING

One Grand Prize winner will be selected by random drawing from all eligible entries, which drawing will be held on or about October 15, 2009. Within 48 hours of drawing, the winner will be notified by telephone, using the number the selected individual listed on the Official Entry Form. If the selected winner is not available to speak with Sponsor’s representatives after two attempts, or if the selected winner did not provide a telephone number on the Official Entry Form, an alternate winner will be randomly selected.

5. GRAND PRIZE & ODDS OF WINNING

The Grand Prize winner will receive a Wii *Fit*TM.

Approximate retail value of Grand Prize: \$100.00. All other expenses not specified herein, including the Nintendo Wii Platform and any accessories, are the responsibility of the winner. All federal, state, and local taxes are the sole responsibility of winner.

No assignment, transfer, or substitution of prize is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable.

Odds of winning any prize depend on the number of eligible entries received for the drawing.

6. GENERAL CONDITIONS

The Giveaway is governed by, and these rules will be construed and interpreted pursuant to, the laws of the State of Georgia and the United States. The winner must execute and return an Affidavit of Eligibility, a Liability Release, and, where lawful, a Publicity Release, which must include the winner's social security number for tax reporting purposes, within 2 days of notification. A selected winner may be disqualified and, in such case, an alternate winner will be selected from among the remaining eligible entries if a selected winner (i) cannot be reached because the prize notification or prize is returned as non-deliverable; or (ii) fails to return documents timely. Where permitted by law, by accepting the prize, the winner agrees to grant to Sponsor, and its licensees, affiliates, and assigns, the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, at any time or times, the winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional consideration. Further, by accepting the prize, the winner agrees, and by entering this Giveaway, each entrant agrees, to release and hold harmless Sponsor, its dealers, prize sponsors, and their respective parents, affiliates, subsidiaries, advertising and promotional agencies, and their respective directors, officers, employees, representatives, and agents, and prize sponsors from any and all liability for any injuries, loss, or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of a prize, participation in any Giveaway-related activity, or participation in this Giveaway. Void where prohibited.

Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Giveaway; to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Any use of robotic, automatic, programmed, or like entry methods will void all such entries by such methods.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. LIMITATIONS OF LIABILITY

Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in the Giveaway or by any technical or human error that may occur in the processing of submissions in the Giveaway. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction. Sponsor is not responsible for injury or damage related to or resulting from participating in this Giveaway. If, for any reason, the Giveaway is not capable of running as planned by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Giveaway, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, or suspend the Giveaway and select the winner from entries received for that drawing prior to the action taken. **IN NO EVENT WILL SPONSOR, OR ITS PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING OR PROMOTIONAL AGENCIES, OR THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, OR AGENTS, OR PRIZE SPONSORS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT THIS GIVEAWAY. WITHOUT LIMITING THE FOREGOING, ANY PRIZE WON IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.** Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply to you. Check your local laws for any restrictions or limitations regarding these limitations or exclusions.

8. PRIVACY

By entering the Giveaway, entrants will be sharing their personal information with Sponsor. By entering, entrants agree to Sponsor's use of entrant's personal information as described in Sponsor's Privacy Policy at <http://www.alere.com/company/hipaa-privacy>.

9. WINNER'S LIST

The name of the winner may be obtained after October 15, 2009, by sending a self-addressed stamped envelope to: Wii *Fit*TM Giveaway Winner's List, P. O. Box 1417, Kennesaw, GA 30144. All requests must be received by December 31, 2009.

10. RULES

For a copy of the Official Rules, send a self-addressed stamped envelope before September 30, 2009 to: Wii *Fit*TM Giveaway Official Rules, P. O. Box 1417, Kennesaw, GA 30144.

11. SPONSOR

Alere LLC

Before June 30, 2009:
1850 Parkway Place, Suite 1200
Marietta, Georgia 30067

On and after June 30, 2009:
3200 Windy Hill Road, Suite 300E
Atlanta, Georgia 30339