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NEWS

(FOR IMMEDIATE RELEASE)

Vital Diagnostics names Battles Director of Sales

Lincoln, Rhode Island – [December 12, 2011] – Vital Diagnostics, Inc. announces the appointment of Bart Battles to the position of Director of Sales. Battles brings to Vital Diagnostics many years of sales management experience within the IVD industry. He most recently served as the Key Account Manager for HemoCue, Inc. Prior to that, Battles worked in multiple key roles for Alere, Inc. and Henry Schein, Inc.

In this newly developed leadership role, Battles is tasked with forging and strengthening channel partnerships while leading the sales force that consists of field sales, inside sales and technical sales support personnel. A key aspect of his position will be to drive revenue for the company's legacy product lines and capitalize upon the company's future growth strategy that includes the launch of the PATHFAST immunoassay CLEIA analyzer and the 3S bio-banking system.

About Vital Diagnostics

Vital Diagnostics is a supplier of products and services for the clinical laboratory in the traditional *in vitro* diagnostics market worldwide, with a focus on the physician's office, hospital and small-to-medium sized laboratory segments. The company manufactures and distributes bench-top chemistry analyzers, automated ESR analyzers, immunoassay analyzers, liquid reagents and consumables designed to fulfill the needs of the clinical laboratory, as well as consulting services offered by Total Lab Care, the company's consulting branch. To learn more, visit the company's website at www.vitaldiagnostics.com.

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