



Quality transfusion diagnostics products.

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**FOR IMMEDIATE RELEASE**

**QUOTIENT BIODIAGNOSTICS SIGNS AGREEMENT WITH AMERICAN RED CROSS TO SUPPLY LINE OF BLOOD-TYPING REAGENTS**

*AMERICAN RED CROSS, IS THE NATION'S LARGEST USER OF TRANSFUSION DIAGNOSTICS*

NEWTOWN, Penn. (June 15, 2010)—Quotient Biodiagnostics, Inc., dedicated to providing high quality immunohematology products to hospitals and blood banks, today announced that it has entered into a three-year agreement with the American Red Cross.

Quotient Biodiagnostics will now supply its product line to 36 regional offices of the American Red Cross, which distributes more than 40 percent of the nation's blood supply. The agreement includes Quotient's first 24 products in its proprietary line of manual transfusion diagnostics as well as future products when approved by the U.S. Food & Drug Administration (FDA).

“This partnership with the Red Cross is a tremendous opportunity for Quotient Biodiagnostics to demonstrate the quality of its products and the excellence of its service,” said Michael Hannan, V.P., Marketing & Commercial Development, Quotient Biodiagnostics. “We look forward to offering Quotient's high-quality, cost-effective products, in combination with our superior customer service experience, to the American Red Cross.”

Formed in 2009 to bring its products to the US market, Quotient Biodiagnostics sells its proprietary line of antisera products under the trade name ALBAclone<sup>®</sup>. Quotient provides innovative, high-quality and cost-effective solutions to the worldwide transfusion medicine market to help ensure safe and reliable transfusions at a reasonable cost.

Quotient Biodiagnostics' current portfolio includes products used in forward blood typing, namely Anti-A, Anti-B, Anti-AB, Anti-D, Anti-E, and Anti-c, as well as some rare anti-sera including Anti-k, Anti-M, Anti-N, Anti-Le<sup>a</sup>, Anti-Le<sup>b</sup>, and Anti-Lu<sup>b</sup> – all monoclonal antibodies. Quotient also has two specialty products in its initial portfolio including the ALBAclone<sup>®</sup> Advanced Partial RhD Typing Kit which identifies weak and partial RhD types with results comparable to molecular analysis at a fraction of the cost, and the Quant-Rho<sup>®</sup> FITC Anti-D product that quantifies Fetal Maternal Hemorrhage without the tribulations of KB staining. In addition, Quotient has several applications pending before, or soon to be submitted to, the FDA to complete its full portfolio of manual reagents of nearly 60 products.

Since announcing its expansion into the U.S. transfusion market in 2009, Quotient Biodiagnostics has made significant progress in building its customer base and product use, supported by its more than 30 years of experience in Europe and other markets, quality manufacturing and commitment to service excellence.

Those interested in learning more about Quotient Biodiagnostics and its line of products are encouraged to visit [www.quotientbd.com](http://www.quotientbd.com), or call the customer service line 888-284-1901, or e-mail [customer.service@quotientbd.com](mailto:customer.service@quotientbd.com).

### **About Quotient Biodiagnostics**

Quotient Biodiagnostics is the diagnostics division of Quotient Bioscience Group (United Kingdom), and through its wholly owned subsidiary, Alba Bioscience, brings over 30 years of experience in the transfusion medicine market to the Group. Quotient will focus on providing innovative, high-quality and cost-effective solutions to the worldwide transfusion medicine market, helping to ensure safe and reliable blood transfusions. Quotient's goal is to develop innovative new products and technologies to serve the worldwide transfusion medicine market, build a commercial operation (initially in North

America) to market and sell the Group's blood typing and screening products and continue as an important supplier of key raw materials and innovative new products to the Original Equipment Manufacturers market.

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