

DIASORIN LAUNCHES ITS FIFTH TESTS ON THE LIAISON STOOL MENU: THE ROTAVIRUS

February 11, 2014 - **Saluggia** (VC) - **DiaSorin** (FTSE Mid Cap:DIA) is pleased to announce that it launched the **LIAISON Rotavirus test** for the **qualitative detection** of Rotavirus in **stool** specimens, available in the market outside the US and UK only.

The new LIAISON Rotavirus is the fifth test launched on the LIAISON Stool menu, in addition to the other tests already on the market (C. difficile Toxin AB, C. Difficile GDH, H. pylori, EHEC) since 2013.

DiaSorin's LIAISON solution aims at improving the way Rotavirus test is currently performed; differently from the past, this test allows to obtain rapid results on a large volume of samples. In fact one key element of the test is to be able to give a result in the shortest time possible in order to isolate and treat the infection in the best way.

Rotavirus is the most common cause of severe diarrhea among infants and children throughout the world and causes the **death of about 500,000 of them** worldwide annually. Nearly every child in the world has been infected with rotavirus at least once by the age of five. The virus is transmitted by the faecal-oral route and it infects and damages the cells that line the small intestine and causes gastroenteritis.

According to last estimates the Rotavirus test is performed everywhere in the world and therefore the new DiaSorin test will be able to address an important market worldwide. Today Europe alone counts around 6 million tests per year with a market value that is estimated to be over €10 Million.

REFERENCE TABLE FOR DIASORIN PRODUCTS

Assay name	Rotavirus			
Diagnosis	Qualitative determination of Rotavirus in stool sample			
Business segment	Immunodiagnosics	✓	Molecular Diagnostics	
Potencial market	€ 6-13 mln in Europe			
Technology	CLIA	✓	Extraction	
	ELISA		Amplification/Detection	
	RIA		HLA Typing	
Clinical Area	Infectious Disease		Infectious Disease	
	Hepatitis and Retroviruses			
	Oncology & Endocrinology			
	Bone & Mineral		Onco-hematology	
	Cardiac Markers			
	GI Stool Testing	✓		

Carlo Rosa, CEO of DiaSorin Group, commented: *“With the addition of Rotavirus to our menu, we increase our offer of tests on stool sample and open our LIAISON solution to a wider worldwide market opportunity, since Rotavirus infections are present and diagnosed in almost every country.*

Furthermore, our LIAISON stool tests provide a complete, automatic and consolidated solution to a new potential clients base where manual labor is still the most spread out technique and it often turns out to be problematic.”

About DiaSorin

Headquartered in Italy and listed in the FTSE Mid Cap Index, DiaSorin is a global leader in the In Vitro Diagnostics (IVD) field. For over 40 years the Company has been developing, producing and marketing reagent kits for IVD worldwide. Through constant investments in research and development, and using its own distinctive expertise in the field of immunodiagnosics to deliver a high level of innovation, DiaSorin offers today the broadest range of specialty tests available in the immunodiagnosics market and new tests in the molecular diagnostics markets which identify DiaSorin Group as the IVD “diagnostics specialist”.

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