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FOR IMMEDIATE RELEASE

TWO NEW COLORS ADDED TO TOP-SELLING ONETOUCH® ULTRAMINI® BLOOD GLUCOSE METER COLLECTION

-- Purple Twilight™ and Blue Comet™ Color Choices
Reflect Consumer Preferences --

Milpitas, Calif., September 12, 2008 – LifeScan, Inc., maker of the OneTouch® Brand of blood glucose monitors for people with diabetes, has introduced two new colors for the popular OneTouch® UltraMini® Meter. The distinctively designed, easy-to-use meter is now available in **Purple Twilight™** and **Blue Comet™**, as well as the existing color choices of **Limelight™**, **Pink Glow™**, **Jet Black™**, and the original color, **Silver Moon™**.

The two new colors are in response to consumer preferences. During the 2007 “What’s Your Color?” Giveaway, an online sweepstakes in which 10,000 winners received a OneTouch UltraMini Meter in the color of their choice, entrants were also asked to vote for their favorite future color offerings, and purple topped the list. In subsequent customer feedback and market research, LifeScan also found that purple was the top requested color among women and blue was the overall most-requested color among both men and women.

“By providing people with product choices that reflect their individual taste and sense of style, we hope to help make glucose monitoring feel a little less clinical and a lot more personal,” said Kim Mullarkey, LifeScan Vice President of U.S. Marketing. “At LifeScan, we believe it’s important to listen to our customers and provide them with additional product offerings that they can feel good about. Based on customer voting and follow-up research, we are very pleased to offer these two eye-catching new colors that customers have been requesting.”

(more)

Since the introduction of colors in 2007, the OneTouch UltraMini Meter has become the number-one selling blood glucose monitor nationwide. With its sleek and visually striking shape and size, the OneTouch UltraMini Meter is small, fast and simple to use.

The OneTouch UltraMini Meter uses OneTouch® Ultra® Test Strips, which have the lowest copay on the most health plans, saving patients an average of \$240 per year.* The strips are also covered by Medicare Part B,** and many patients without insurance can receive them at a significant discount through the Together Rx Access plan (www.TogetherRxAccess.com).

The OneTouch UltraMini Meter is available at retail, mail-order and online pharmacies. For more information, visit www.OneTouchUltraMini.com.

LifeScan, a Johnson & Johnson company and a leading maker of blood glucose monitoring systems, is dedicated to creating a world without limits for people with diabetes. For healthcare professional resources, and information on diabetes care and LifeScan products and services, visit www.LifeScan.com.

* Data on file. Some health plans may have more than one brand covered at the lowest copay.

** Copayments, restrictions and deductibles may apply.